Syllabus of Pre-Ph.D. Course

in Mass Communication

PPD-101 Research Methodology

1. Media Research: Meaning and concept of Media Research, Difference between Media Research and Social Research, Difference between Media Research and Marketing Research, Importance of Media Research, Present Position of Media Research, Objectivity in Media Research, Interface between Media Research and Journalism, Problems of Media Research.

2. Media Metrics: Meaning and concept of Media Metrics, Types of Media Metrics, Variables, Nature of Media Measurement, levels of Measurement, Media Metrics in Print Media, Media Metrics in Electronic Media, Media Metrics in Corporate Communication, Media Metrics in Advertising, Media Metrics in Development Communication, Media Metrics in Social Marketing, Media Metrics in Web Media, Media Metrics in various other Media.

3. Research Design: Meaning and concept of Research Design, Need for Research Design, Features of a good Research Design, Types of Research Design.

4. Research Methods & Techniques: Census Method, Sampling Method, Types of Sampling, Probability sampling, Non-probability sampling, Case Study method, Statistical Method, Observation Method, Experimental Method, Interview Method, Content Analysis Method, Questionnaire Technique, Schedule Technique, Scaling Technique.

5. Mathematics in Media Research : Set Descriptions, Classification of Sets, Set Operation ,Rules for Differentiation, Function of function Rule, Differentiation of Implicit Functions, Successive Derivatives, Rules of Integration, Integration by Substitution, Integration by parts, Concept of Probability, Terms used in Probability, Theories of Probability.

6. Processing and Analysis of Data Processing: Summary Chart, Data Analysis, Types of Data Analysis, Different tools of Media Metrics used in Media Research.

7. Measures of Central Tendency: Mean, Media, Made.

8. Measures of Dispersion: Mean Deviation, Standard Deviation, Range, Quartile Deviation, Lorenz curve.

9. Measures of Asymmetry: Normal Probability curve, Skewness, Moments, Kurtosis.

10. Measures of Relationship and other Measures: Correlation, Types of Correlation, Methods of Correlation, Scatter Diagram Method, Karl Pearson's Coefficient of Correlation, Rank Correlation Coefficient, Methods of least squares, Regression, Difference between Correlation and Regression, Partial and Multiple Correlation and Regression, Association of Attributes, Index Numbers, Time Series.

11. Parametric Testing of Hypothesis: Concept of Hypothesis Testing, Procedure of Hypothesis Testing, Type I and Type II errors, One-Tailed and Two-Tailed Tests, Test of Hypothesis Concerning Large samples, Testing Hypothesis about Population Mean, Testing Hypothesis about the Difference between Two Means, Test of

Hypothesis Concerning Attributes, Testing Hypothesis about Population Proportion, Testing Hypothesis about the Difference between Two proportions, Important Parametric Tests like Z-Test, T-Test, Chi-square Test, F-Test, ANOVA, ANOCOVA, MANOVA

12. Nonparametric Testing of Hypothesis: Concept of nonparametric statistics, Important Nonparametric Tests-Chi-Square Test, Sign Test, Signed Test for paired observations, Wilcoxon Signed-Rank Test, Mcnemar Test, Median Test, Mann-Whitney U-Test, Wald-Wolfwitz Run Test, Kruskal-Wallis H Test, Merits and Demerits of Nonparametric Tests over Parametric Tests.

13. Multivariate Analysis Techniques: Meaning and concept of Multivariate Techniques, Growth of Multivariate Techniques, Features and Uses of Multivariate Techniques, Types of Multivariate Techniques, Variables in Multivariate Analysis, Important Multivariate Techniques, Important Methods of Factor Analysis, Rotation in Factor Analysis R-type and Q-type Factor Analysis.

14. Report Writing: Meaning and Concept of Report writing, Structure of Writing, outline of Report writing, Importance of Report Writing, Various Steps of Report Writing, Types of Report Writing, Mechanics of Report Writing, Characteristics of a good Report writing, Precautionary Measures for Writing Report.

15. Characteristics of Computer Problem Solving using Computer, input/output Units: Memory-organizations, ROM, Serial Access Memory/RAM, Processor Virtual Memory, OS-Facilities Provided by OS, Online and Real-Time Systems, Voice Data Communication-Computer Networks-Communication Protocols, LAN, Interconnecting Networks; Computer Environments: Peer to Peer, Grid, Cloud and utility computing: MS Office, Adobe Reader, Adobe Photoshop, DTP-Image Acquisition and Storage formats of pictures- Texts and other-Multimedia: Compression of Video data, MPEG Compression Standard, Acquiring and storing Audio Signals, Speech processing-Computer Applications in Social Science Researches-Excel, ACCESS, Computer Based Packages for Data Analysis, SPSS.

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PPD-102   Review of Literature and Seminar

The research scholar is required to prepare a concept paper/working paper/review paper by reviewing at least 60 research papers/ reference papers/books/ unpublished doctoral dissertations/ other reports etc.

To qualify the paper, the research students are required either to present the prepared paper in a conference/seminar/workshop or publish the same in a research journal.

A duly constituted committee of three teachers of the department by the Dean shall evaluate the completion of the paper.

PPD-103 Departmental elective course in Mass Communication

1. **Media theory and approaches**
   Media theories, history and current approaches. Methods of media studies-methodological approaches, medium, message print media, electronic media, new media, television, radio and web communication.

   Media education, gender media studies, genre, theory and aesthetics of audio-visual media, reception and use of media.

2. **Advanced Communication and mass communication theories**
   Culture, cultural media theories, effect and impact theories, theories of social psychological approaches, persuasion and propaganda approach, use and gratification approach, normative theories, hegemony, social learning, media arts and visual culture, cultural encoding and decoding, structuralism, semiotics and semiology studies, intertextuality, post internet scenario.