RANI DURGAVATI VISHWAVIDYALAYA, JABALPUR (M.P.)

(NAAC ACCREDITED "A" GRADE UNIVERSITY)

DEPARTMENT OF COMMUNICATION STUDIES & RESEARCH

SYLLABUS FOR PRE Ph.D COURSE WORK

(As per Revised Ph.D Ordinance 11)

SESSION 2024-25 & ONWARDS

(JOURNALISM & MASS COMMUNICATION)

{FACULTY OF ARTS}

Approved by the Board of Studies (BOS)

Approved

28/08/2025

Approved

28/08/2025

PRE Ph.D COURSE WORK

MASS COMMUNICATION & JOURNALISM

In accordance with the University Ph.D ordinance 11, Revised in light of the **University Grants Commission (Minimum Standards and Procedures for Award of Ph.D. Degree) Regulations, 2022** notified in the Gazette of India by the University Grants Commission, New Delhi on November 7, 2022 & adopted by the University through its Executive Council in its meeting dated 03/06/2025.

The clause 13 (a) of the revised Ph.D ordinance 11 states that "The candidates admitted to the Ph.D. programme and submitted the Ph.D. registration form shall be required to complete the course work of 18 credits as prescribed by the University/ Research Centre. The course work shall be treated as prerequisite for Ph.D. preparation."

The Ph.D. course work shall contain the following courses:

COURSE	COURSE CODE	SUBJECT	MARKS	CREDIT
COURSE 1	**JMC/PhD/01**	**Research Methodology**	**100**	**4**
COURSE 2	**JMC/PhD/02**	**Review of Published Research in the relevant field**	**100**	**3**
COURSE 3	**JMC/PhD/03**	**Computer Applications**	**100**	**3**
COURSE 4	**JMC/PhD/04** **JMC/PhD/04/EA** **JMC/PhD/04/EB** **JMC/PhD/04/EC**	**Advanced course in the relevant subject (Elective)** **1. Communication Theories** **2. Web Journalism** **3. Social Media**	**100**	**3**
COURSE 5	**JMC/PhD/05**	**Research and Publication Ethics**	**100**	**2**
COURSE 6	**JMC/PhD/06**	**Comprehensive Viva-Voce**	**100**	**3**
TOTAL			**600**	**18**

Approved

Approved
28/08/2025

Approved
28/08/2025

PRE Ph.D COURSE WORK 1

COURSE TITLE	**RESEARCH METHDOLOGY**
COURSE CODE	**JMC/PhD/01**
CREDIT	**04**
MARKS	**100**

Course Objectives:

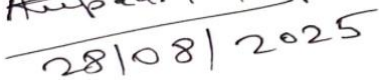
This course aims to introduce scholars to the philosophy, principles, and practices of research. It will provide a thorough grounding in research methodology, acquaint scholars with various approaches to research, develop their capacity to design sound research proposals, and equip them with essential skills of data collection, analysis, and academic writing.

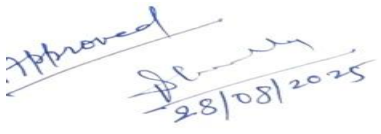
Programme Outcomes (POs):

PO1: Demonstrate an understanding of the fundamentals of research, its significance, and applications across disciplines.
PO2: Apply appropriate research methods and designs to address scholarly questions.
PO3: Formulate research problems, objectives, and hypotheses systematically.
PO4: Employ qualitative and quantitative tools for effective data collection and analysis.
PO5: Communicate research findings effectively in academic and professional contexts.

Course Outcomes (COs):

On successful completion of this course, the scholar will be able to:
CO1: Understand the meaning, need, importance, and objectives of research, including the steps of scientific inquiry.
CO2: Identify and formulate research problems, hypotheses, and proposals with critical engagement with literature.
CO3: Differentiate between qualitative, quantitative, and mixed-methods research and design appropriate methodology.
CO4: Apply relevant tools and techniques for data collection, measurement, and statistical analysis.
CO5: Write a well-structured research report and demonstrate academic writing and referencing skills.





Syllabus

Unit 1: Introduction to Research

- **Meaning and Definition of Research:** Etymology, scope, and interdisciplinary nature.
- **Need and Importance of Research:** Role in knowledge creation, policy-making, societal development, and discipline-specific contributions.
- **Objectives of Research:** Exploratory, descriptive, analytical, explanatory, and applied research objectives.
- **Scientific Research:** Characteristics of scientific inquiry—objectivity, validity, reliability, verifiability, and replicability.
- **Steps of Scientific Research:** Identification of research problem, review of literature, hypothesis formulation, research design, data collection, analysis, interpretation, and report writing.

Unit 2: Research Process & Problem Identification

- **Qualities of Good Research:** Originality, logical structure, ethical rigor, relevance, and generalizability.
- **Research Problem:** Meaning, types, and sources of research problems; criteria for selection.
- **Formulation of Hypothesis:** Types, role in research, testing, and refinement.
- **Components of Research:** Conceptual framework, variables, assumptions, and limitations.
- **Review of Literature:** Purpose, methods, and critical appraisal of existing work.
- **Developing Concepts and Hypotheses:** Theoretical grounding and operational definitions.
- **Preparation of Research Proposal:** Structure, rationale, objectives, methodology, time schedule, and bibliography.
- **Sources of Data:** Primary and secondary sources; advantages and limitations.
- **Ethics in Research:** Plagiarism, data falsification, authorship issues, informed consent, and intellectual property rights.

Unit 3: Methods of Research and Research Design

- **Historical Method:** Nature, sources, and criticism.
- **Survey Method:** Types, tools, sampling, and applications.
- **Action Research:** Concept, process, and applications in social sciences and education.
- **Experimental Method:** Variables, control, design, and limitations.
- **Qualitative Research:** Case study, ethnography, phenomenology, grounded theory, content analysis, thematic analysis.
- **Quantitative Research:** Descriptive, correlational, causal-comparative, and experimental approaches.
- **Mixed-Methods Research:** Integrating qualitative and quantitative approaches.

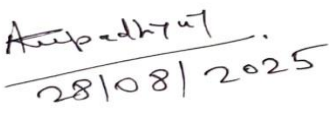
- **Research Design:** Meaning, types (exploratory, descriptive, experimental, diagnostic), importance of sound design.
- **Sampling Techniques:** Probability sampling (random, stratified, systematic, cluster), non-probability sampling (purposive, snowball, convenience).

Unit 4: Tools and Techniques of Data Collection & Analysis

- **Data Collection Tools:**
  (a) Questionnaire – design, validity, reliability, pilot testing.
  (b) Schedule – differences from questionnaire, structured/unstructured.
  (c) Observation – participant, non-participant, structured, naturalistic.
- **Scaling Techniques:** Likert, Thurstone, semantic differential, Guttman scaling.
- **Measures of Central Tendency:** Mean, median, mode and their application.
- **Measures of Variability:** Range, variance, standard deviation, quartile deviation.
- **Correlation:** Meaning, types (positive, negative, zero), methods of computation (Pearson, Spearman).
- **Introduction to Statistical Techniques:** Basics of t-test, chi-square test, ANOVA (only conceptual understanding).
- **Data Analysis Tools:** Manual, SPSS, Excel, NVivo, R (overview).
- **Interpretation of Data:** Logical reasoning, avoiding errors and biases.

Unit 5: Research Report Writing and Academic Practices

- **Importance of Report Writing:** Research dissemination, contribution to discipline, policy impact.
- **Structure of Research Report:** Title page, abstract, introduction, literature review, methodology, results, discussion, conclusion, references, annexures.
- **Qualities of a Good Research Report:** Clarity, conciseness, logical flow, accuracy, and critical analysis.
- **Qualities of a Good Researcher:** Critical thinking, perseverance, integrity, curiosity, objectivity, and academic honesty.
- **Qualities of a Good Guide/Supervisor:** Expertise, supportive guidance, ethical mentorship, constructive criticism.
- **Academic Writing Skills:** Referencing styles (APA, MLA, Chicago), avoiding plagiarism, paraphrasing, citation management tools (Zotero, Mendeley)



PRE Ph.D COURSE WORK 2

COURSE TITLE	**REVIEW OF PUBLISHED RESEARCH IN RELEVANT FIELD**
COURSE CODE	**JMC/PhD/02**
CREDIT	**03**
MARKS	**100**

Course Objective

To develop the ability to critically review published research in Mass Communication, identify research gaps, and build a strong theoretical and methodological foundation for the scholar's doctoral work.

Programme Outcomes (POs)

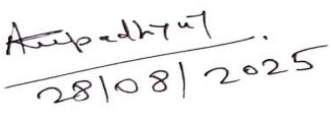
PO1: Understand the role of literature review in research.
PO2: Develop critical reading and evaluation skills.
PO3: Identify gaps and trends in Mass Communication research.
PO4: Build a foundation for framing research problems and objectives.

Course Outcomes (COs)

CO1: Explain the purpose and importance of literature review.
CO2: Locate and access relevant scholarly sources.
CO3: Critically evaluate published research in Mass Communication.
CO4: Prepare a structured review synthesizing at least 15 studies.

Syllabus

- **Introduction to Review of Literature (ROL):** Meaning, need, and importance in research.
- **Sources of Literature:** Books, journals, theses, online databases, reports.
- **Application in Mass Communication:** Identifying trends, debates, theories, and gaps.
- **Requirement:** Each scholar must review a minimum of **15 published research works** in their relevant field.



PRE Ph.D COURSE WORK 3

COURSE TITLE	COMPUTER APPLICATIONS
COURSE CODE	JMC/PhD/03
CREDIT	03
MARKS	100

Course Objective

To familiarize scholars with computer fundamentals, office applications, new media technologies, and digital tools essential for academic research and professional work in Mass Communication.

Programme Outcomes (POs)

PO1: Acquire knowledge of computer fundamentals and applications.
PO2: Develop practical skills in MS Office and publishing tools.
PO3: Understand the role of IT and new media in communication.
PO4: Apply digital tools for online editing, e-publications, and presentations.
PO5: Critically evaluate the impact of social media on journalism and research.

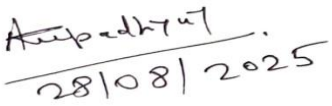
Course Outcomes (COs)

CO1: Explain the evolution, types, and components of computers.
CO2: Use MS Office and publishing software effectively for academic work.
CO3: Demonstrate knowledge of web concepts and new media technologies.
CO4: Apply online editing techniques and understand ethical issues in digital publishing.
CO5: Analyze the role of social media and its implications in journalism and mass communication.

Syllabus

Unit I: Introduction to Computers

- History and generations of computers
- Types of computers: Analog, digital, hybrid
- Hardware and software: Components, functions, and classification



Unit II: Office Applications

- MS Windows – basic features and file management
- MS Word – formatting, referencing, tables, mail merge
- MS Excel – formulas, charts, data analysis basics
- MS PowerPoint – designing academic presentations
- PageMaker/Publishing Tools – layout, design, and document preparation

Unit III: New Media Technology

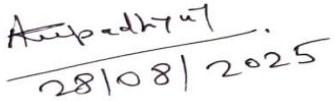
- Information Technology: Scope, areas, and development
- Web concepts: Web page, website, homepage design basics
- Introduction to Content Management Systems (CMS)

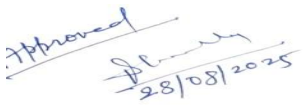
Unit IV: Online Editing & Publishing

- Online editions of newspapers and e-publications
- Basics of digital content editing and uploading
- Ethical and security issues on the internet

Unit V: Social Media and Communication

- Role of social media in contemporary communication
- Journalism without an editor: Citizen journalism
- Micro-blogging and networking platforms – Face book, Twitter (X), Blogs, YouTube
- Impact of social media on journalism and society





PRE Ph.D COURSE WORK 4

COURSE TITLE	**ADVANCE COURSE IN THE RELEVANT SUBJECT**
COURSE CODE	**JMC/PhD/04**
CREDIT	**03**
MARKS	**100**

Candidate may choose any one course from the three available options: {ELECTIVE}

{EA} Communication Theories JMC/PhD/04/EA

{EB} Web Journalism JMC/PhD/04/EB

{EC} Social Media JMC/PhD/04/EC

Course Objective

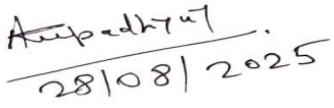
To provide advanced domain-specific knowledge in Mass Communication, enabling scholars to engage critically with theories, practices, and emerging trends. The course equips scholars with conceptual and analytical frameworks essential for pursuing doctoral research in the chosen area.

Programme Outcomes (POs)

PO1: Gain advanced theoretical and practical insights into the chosen field of Mass Communication.
PO2: Critically analyze contemporary issues, debates, and research in the selected specialization.
PO3: Apply advanced conceptual frameworks to formulate research problems.
PO4: Strengthen methodological and analytical skills for doctoral research.
PO5: Contribute original perspectives to the field by synthesizing theory, practice, and emerging trends.

Course Outcomes (COs)

After completing this course, the scholar will be able to:
CO1: Demonstrate advanced knowledge in the chosen subject area.
CO2: Critically engage with classical and contemporary scholarship.
CO3: Relate theoretical/conceptual frameworks to practical developments in media.
CO4: Integrate insights into their doctoral research design and literature review.
CO5: Reflect on the evolving dynamics of communication, journalism, and media studies in a global context.



Option 1: Communication Theories (EA)

Unit I: Foundations of Communication

- Nature, process, and functions of communication
- Classical theories and models (Aristotle, Lasswell, Shannon & Weaver, Schramm, Berlo, Dance)

Unit II: Early Mass Communication Theories

- Hypodermic Needle, Two-step & Multi-step Flow
- Uses & Gratifications
- Agenda-Setting, Gatekeeping

Unit III: Critical & Cultural Approaches

- Frankfurt School and Critical Theory
- Cultivation and Dependency Theories
- Cultural Studies (Stuart Hall, Representation, Encoding/Decoding)
- Media Hegemony and Ideology

Unit IV: Contemporary & Digital Age Theories

- Spiral of Silence, Diffusion of Innovations
- Information and Knowledge Society
- Network Society Theory (Castells), Media Ecology (McLuhan)
- Digital Media and Postmodern Theories

Unit V: Application in Research

- Role of theory in framing research questions & methodology
- Critiques, debates, and future of communication theory

Option 2: Web Journalism (EB)

Unit I: Evolution & Foundations

- Emergence of online journalism: From print to digital
- Characteristics of web journalism – immediacy, interactivity, hypertextuality, multimedia integration

Unit II: Tools & Technologies

- Content Management Systems (WordPress, Drupal)
- Basics of web design for journalists
- SEO, analytics, and audience metrics

Unit III: Practices of Online News Production

- Writing for the web: brevity, hyperlinks, multimedia storytelling
- Verification, fact-checking, and combating misinformation
- Online newsrooms and convergence journalism

Unit IV: Ethical & Legal Issues

- Cyber laws, copyright, privacy, and plagiarism
- Ethical dilemmas in digital journalism
- Fake news and credibility crisis

Unit V: Web Journalism & Research

- Impact of online journalism on news culture and democracy
- Digital divide and access issues
- Research trends in web journalism

Option 3: Social Media (EC)

Unit I: Introduction & Evolution

- Growth and dynamics of social media platforms
- Characteristics: user-generated content, networking, interactivity, virality

Unit II: Social Media & Journalism

- Citizen journalism and participatory culture
- Journalism without editors: implications for credibility
- Breaking news culture and speed vs. accuracy dilemma

Unit III: Communication & Society

- Influence on politics, governance, and activism (#MeToo, Arab Spring, Farmers' Protests)

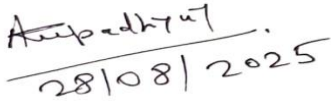
- Social movements and online communities
- Misinformation, echo chambers, and polarization

Unit IV: Social Media Economy & Ethics

- Algorithms, monetization, influencer culture
- Data privacy, surveillance capitalism
- Ethical issues and regulatory challenges

Unit V: Social Media Research

- Studying digital traces and online behavior
- Big Data, sentiment analysis, and netnography
- Future directions: AI, AR/VR, Metaverse, and immersive communication



PRE Ph.D COURSE WORK 5

COURSE TITLE	**RESEARCH & PUBLICATION ETHICS**
COURSE CODE	**JMC/PhD/05**
CREDIT	**02**
MARKS	**100**

COURSE OBJECTIVE

To familiarize research scholars with philosophy, ethics, and integrity in research; to ensure awareness of scientific misconduct and publication ethics; and to equip them with tools and metrics for responsible research and publication practices.

Programme Outcomes (POs)

PO1: Understand the foundations of philosophy and ethics as applied to research.
PO2: Develop awareness of research integrity and ethical practices in scientific work.
PO3: Identify and prevent research misconduct such as falsification, fabrication, and plagiarism.
PO4: Demonstrate knowledge of publication ethics, open access initiatives, and predatory journals.
PO5: Utilize plagiarism detection tools, databases, and research metrics for quality research.

Course Outcomes (COs)

After completing this course, the research scholar will be able to:

CO1: Explain the meaning, scope, and branches of philosophy, and apply ethics in research contexts.
CO2: Recognize issues of scientific misconduct and uphold intellectual honesty.
CO3: Evaluate publication ethics, conflicts of interest, and authorship responsibilities.
CO4: Identify predatory journals and unethical publication practices using online tools.
CO5: Apply plagiarism detection software effectively for maintaining research originality.

Approved

28/08/2025

Approved

28/08/2025

SYLLABUS

Unit–I: Philosophy and Ethics

- Introduction to philosophy: Definition, nature and scope, concept, branches
- Ethics: Definition, moral philosophy, nature of moral judgments and reactions

---

Unit–II: Scientific Conduct

- Ethics with respect to science and research
- Intellectual honesty and research integrity
- Scientific misconduct: Falsification, fabrication and plagiarism (FFP)
- Redundant publications: Duplicate and overlapping publications, salami slicing
- Selective reporting and misrepresentation of data

Unit–III: Publication Ethics

- Publication ethics: Definition, introduction and importance
- Best practices/standards setting initiatives and guidelines: COPE, WAME etc.
- Conflict of interest
- Publication misconduct: Definition, concept, problems that lead to unethical behavior and vice versa, types
- Violation of publication ethics, authorship and contributions
- Identification of publication misconduct, complaints and appeals
- Predatory publishers and journals

Unit–IV: Open Access Publishing

- Open-access publications and initiatives
- SHEPRA/ROMEO online resources to check publisher copyright and self-archiving policies
- Software tool to identify predatory publications developed by SPPU
- Journal finder/Journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal suggestions etc.

Unit–V: Publication Misconduct

A. Group Discussion

- Subject-specific ethical issues, FFP, authorship
- Conflict of interest
- Complaints and appeals: Examples and fraud from India and abroad

B. Software Tools

- Use of plagiarism software like Turnitin, Urkund and other open sources software tools

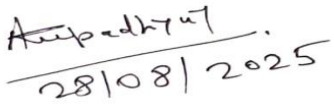
Unit–VI: Databases and Research Metrics

A. Databases

- Indexing databases
- Citation databases: Web of Science, Scopus etc.

B. Research Metrics

- Impact factor of journal as per Journal Citation Reports, SNIP, SJR, IPP, Cite score
- Metrics – h-index, g-index, i10-index, altmetrics



PRE Ph.D COURSE WORK 6

COURSE TITLE	COMPREHENSIVE VIVA VOCE
COURSE CODE	JMC/PhD/06
CREDIT	03
MARKS	100

Course Description

The Comprehensive Viva Voce is designed to evaluate the overall understanding, analytical ability, and research preparedness of the Ph.D. scholar in the discipline of Mass Communication. The Viva is based on the knowledge acquired during the coursework, research papers/seminars completed during the term, and the candidate's ability to integrate concepts, theories, and methods in the field.

The evaluation will ensure conformity with the standards outlined in the **University Grants Commission (Minimum Standards and Procedures for Award of Ph.D. Degree) Regulations, 2022**, as notified in the Gazette of India (November 7, 2022), and adopted by the University.

Course Objectives:

- To holistically assess the candidate's comprehension of Mass Communication theories, research methodologies, ethics, and subject-specific knowledge.
- To test the candidate's critical, analytical, and interpretative ability with respect to communication studies and media research.
- To evaluate the preparedness of the candidate for pursuing original research and contributing to the discipline.
- To strengthen the scholar's ability to present, defend, and articulate ideas in an academic setting.

❖ **NOTE**

All students are required to carefully read and strictly adhere to the provisions of the Revised Ph.D. Ordinance No. 11 for all academic and administrative matters