

V.B.S. PURVANCHAL UNIVERSITY, JAUNPUR

Pre- Ph.D. Course Work(Ordinance and Syllabus)

Mass Communication (w.e.f. 2022-23)

As per the university ordinance, the research scholars who are provisionally registered for the Ph.D. Programme will undergo a Pre- Ph.D. Course work.

Aim of the Course Work: The aim of Pre- Ph.D. course work focuses on developing investigation, evaluation, comprehension, reasoning, statistical analyses and writing skills to create an in depth understanding in the area of research.

Course Work Structure: The duration of Pre-Ph. D. course work will be of one semester (six month) in which there will be three compulsory papers. The minimum attendance required during the course work period is 75% of the total courses. This course work is mandatory. The following scheme to be followed for successful completion of the course work.

Scheme of the Course (All papers are compulsory)

Paper Title:

Paper-I Introduction of Communication and Journalism (Credits-6)

Paper- II Computer Application (Credits-6)

Paper-III Communication Research Method (Credits-4)

Note- 1. Minimum Passing marks-55% or equivalent Grades/CGPA.

2. One research project is mandatory for each research scholar.

Paper Setting And Evaluation Pattern

(For Paper I,II and III)

Types Of Question	Total Number Of Questions	Questions to be attempted	Marks	Time
Objective Type	10	10	10x2=20	3 Hours
Short Type	8	5	5x8=40	
Long type	4	2	2x20=40	

Total Marks: 100

Note:

1. Language of the course would be either English or Hindi.
2. Teachers in service are allowed to attend either online or offline mode of Pre PhD Course Work class. (As Per UP government direction)

Paper -I

Credits-6

Introduction of Communication and Journalism

Unit -1

Communication: Definition, elements, process, functions

Theories of communication: Sociological and Normative theories, **Bullet**, Psychological Or individual Differences, Cultivation, Agenda Setting and others.

Models of communication- Aristotle Model, Laswell's Model, Shannon & Weaver Model, Westley & Maclean's Model, Willbur Schramm's Model.

Unit -2

Meaning of Mass, Group, Public, Crowd,

Concept of Audience: Media reach, Media access, Media exposure, Media effects.

Type of audiences: Elite audience, General audience, specialized audience

Audience feedback systems: Market based feedback: Audience decision making, direct feedback, Media reviews. Research based Feedback.

Unit-3

Journalism: Definition, elements, scope and importance.

New Trends in journalism

Traditional media v/s New Media.

Mass Media and Society, Youth, Rural Development, Environment, Women.

Media Ethics

Unit - 4

Science communication: Introduction, Objective & Importance, Scientific Temper

Culture: definition, process, culture as a social institution, Characteristics of Indian culture. Role of media in development communication, Internet and Social Changes.

Reading List:

1. Hohenberg J : The Professional Journalist, Oxford IEH Publishing Company, New Delhi 1978
2. Kamath,V :The Journalists Handbook, Vikas Publishing House, New Delhi, 1980
3. Kumar K. J: Mass Communication in India, Jaico Publishing house 1994
4. Mass Communication in India. J.Vinanium: Sage Publication New Delhi.
5. Mishra, Dr. Shiv Gopal,Vigayan Patrkrita Ke Mool Sidhant, Takshasila Prakashan, New Delhi.
6. Patairiya, Dr. Manoj, Hindi Vigayan Patrkrita, Takshasila Prakashan, New Delhi
7. Patairiya, Dr. Manoj, Vigan Sanchar, Takshasila Prakashan, New Delhi
8. Vivian J: The Media of Mass Communication Pearson Boston, New York.2012
9. गौतम रुपचन्द्र, संचार से जनसंचार, श्री नटराज प्रकाशन, 2005
10. पारख जवरीमल्ल, जनसंचार माध्यमों का वैचारिक परिप्रेक्ष्य, ग्रंथ शिल्पी,दिल्ली .
11. राजगडिया विष्णु, जनसंचार सिद्धान्त और अनुप्रयोग, राधाकृष्ण प्रकाशन,दिल्ली .

Online Resources:

<https://egyankosh.ac.in/bitstream/123456789/57201/1/Unit2.pdf>

Paper -II

Computer Application

Credits-6

Unit – 1

Computer: Definition, development, type, Characteristic, Computer hardware and software. Computer Security.

Unit -2

Operating System (MS-Window)

MS-Office : MS-Word, MS-Excel, Power Point

SPSS (Statistical Package for Social Sciences)

Photo shop, Page Maker, Quark Express, Video editing software.

Unit -3

Internet: History, Using internet for research.

Online study materials: E- library, E- Books, E- Journals.

Unit -4

Information technology & society

Role of IT in Education.

Social Media: Blog, Social Networking web sites.

Reading List:

1. Quark Express for Beginners: BPB Publication
2. Adobe Photoshop-Creative Techniques: Vishnu Priya Singh:Asian Publication Delhi
3. Mastering DTP: Simone Mitchett: Macmillan Master Series London.
4. Introduction to Information Technology: Chetna Srivastava
5. Computer ka kamal, Sunita Sharma, Bharti Bhasha Prakashan, Delhi
6. Kumar Suresh, Internet Patrakarita, Takshashila Prakashan, New Delhi.

Communication Research Method

Unit -1

Research: Meaning, Definition, Characteristics, Objectives, Types of research, Characteristics of effective research

Communication Research: Meaning, types, area of communication research, Communication research and media.

Unit -2

Steps of research, problems of research, hypothesis: types and importance, Research and Hypothesis, Research design: Types and Importance, Data collection, Research Tools

Unit -3

Research Method: Meaning and types, importance of research method, Observation, Survey, Panel Study, Case study, Content analysis, Historical method, Comparative method. Public opinion surveys- pre election studies and exit polls.

Unit -4

Research and statistics, Mean, Median, Mode, Tabulation.

Report writing- Steps, Format of research report.

Research: Copy right issues and Plagiarism. Shodhganga.

Research paper writing techniques.

Reading List:

1. Anusandhan Pravidhi Siddhant Aur Prakriya, S.N. Ganeshan, Lok Bharti Prakshan, Allahabad.
2. C.R. Kothari-Research Methodology Methods and Techniques-New Age Publications (Academic) (2009)

3. Chopra, Dr. Dhananjay, Sanchar Shodh aur Media, Lok Bharti Prakashan, Allahabad.
4. Koli, laxmi Narayan, Research Methodology, Y. K. Publishers, Agra.
5. Media Research: A.S.A.Berger: Sage Publication: New Delhi
6. Ranjit Kumar-Research Methodology: A Step-by-Step Guide for Beginners- SAGE Publications Ltd (2010)
7. Roger D. Wimmer, Joseph R. Dominick-Mass Media Research_ An Introduction -Wadsworth Publishing (2010).
8. Sanchar avum Media Shodh, Vinita Gupta, Prabhat Prakashan.
9. Social Research and statistics: R.N.Mukherjee: Vivek Prakashan New Delhi.