

Ph.D Course Work Syllabus

Journalism & Mass-Communication

University of Lucknow

Paper-I

Conceptual and Thoretical Development in Journalism & Mass Communication

Unit-I

- Nature and Process of Human Communication
- Communication: Definition, Elements, Process, Functions
- Need and Significance of communication
- Kinds of Communication
- Models of Communication: Lasswell, SMCR, Shannon and Weaver
- Osgood, Dance Helical, Wilbur Schramm, Newcomb, Mclean

Unit-II

- Theories Of Communication: Sociological and Normative Theories, Bullet, Psychological or Individual Difference, Personal Influence, Cultivation, Dependency, Uses and Gratification, Agenda Setting, Free Press, Development, Communist Media theory and others, Impact of theories

Unit-III

- Meaning of Mass, Group, Public, Crowed
- Concept of Audience: Media reach, Media access, Media exposure, Media effects
- Duality of audience, Rise of audience
- Type of audiences: Elite audience, General audience, specialized audience
- Audience as a market

Unit-IV

- Nature of audience experience: Media explosion
- Audience feedback systems: Market based feedback: Audience decision making, direct feedback, Media reviews,
- Research based Feedback:
- Audiences of Various Media: Multiple media usage, Newspaper and magazine readership, Radio listeners, Television viewers, Film audiences, Book readers

Books Recommended:

1. Encyclopaedia of Communication Theory. (2009). Stephen W. Littlejohn and Karen A. Foss (Eds.)
2. California: Sage.
3. Thussu, Daya. International communication: A Reader. (2010) New York: Routledge.
4. McQuail, Denis. McQuail's Mass Communication Theory. (2000). London: Sage.
5. Williams, Kevin. (2003) Understanding Media Theory. London: Oxford University Press1. Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai
6. Mass-Communication theory-An Introduction:Denis McQuail:Sage Delhi
7. Bharat Men Sanchar aur Jansanchar:J.V.Vilanilam:M.P. Hindi Granth Academy Bhopal

8. Mass-Communication: Concepts and issues: D.V.R Murthy:Olive green:Kochi
9. Mass-, Culture, Language and arts in India:Mahadev L.Apte:Popular Prakashan Mumbai
10. Towards sociology of Mass-Communication: Denis McQuail:Collier –Macmillan
11. Introduction to Communication Studies: John Fiske: Methuen London
12. The process and Effects of Mass-Communication: Wilbur Schramm and Donald F. Roberts: University of Illinois press.
13. सूचना संचार और समाचार : मुकुल श्रीवास्तव न्यू रायल पब्लिकेशन

Paper – II

Research Methodology

Unit - I

Research Method:

Meaning, Objectives Methods versus Research Methodology; Types of Research Methods: Scientific Method; Survey Method; Experimental Method; Case Study Method; and Statistical Method; Research Ethics.

Unit – II

Research Design:

Meaning of Research Design; Need for Research Design; Features of a Good Design; Important Concepts relating to the Research Design; Different Research Design; Basic Principles of Experimental Design; and Formulation of Hypotheses;

Data Collection:

Methods of Data Collection: Primary Data Collection (Observation Method, Interview Method, Through Questionnaires, Through Schedules, and Other Methods); and Secondary Data Collection, Selection Appropriate Method for Data Collection,

Sampling Design:

Sampling Design – Census and Sample Survey, Significance Steps in Sampling Design, and Types of Sample Designs.

Scaling Techniques:

Need for Scaling; Reliability and Validity of Scales, Scale Construction Techniques – Arbitrary Approach, Consensus Scale Approach, Item Analysis Approach, and Cumulative Scales; and Problems of Scaling.

Unit – III

Data Processing and Analysis:

Processing Operations: Editing (specialty in surveys to detect errors and omissions), Classification, Codification, and Tabulation of Data; and Problems in Data Processing, Analysis of Data: Elements/ Types of Analysis-Descriptive and Causal Analysis, and Inferential Analysis/ Statistical Analysis,

Testing of Hypothesis:

Basic Concepts regarding testing of Hypothesis; Procedure for Hypothesis Testing; and Limitations of the Tests of Hypothesis

Interpretation and Report Writing:

Interpretation: Techniques of Interpretation, and Precautions in Interpretation and Generalization; and Report Writing Significance, Steps in Writing a Report, Format of Research Report, Types of Reports, Mechanics of writing a Research Report Precautions for writing Research Reports, and Final Presentation of the Research Report.

Unit – IV

Fundamentals of Computer, Operating System (MS-Window), MS-Office (MS-Word, MS-Excel, Power Point), Basics of Internet, **SPSS (Statistical Package for Social Sciences):**

- Descriptive statistics: Cross tabulation, Frequencies, Descriptives, Explore, Descriptive Ratio Statistics
- Prediction for numerical outcomes: Linear regression
- Prediction for identifying groups: Factor analysis, cluster analysis (two-step, K-means, hierarchical), Discriminant

Books Recommended:

1. Stanislav, Andreski - Social Sciences as Sorcery
2. Goode, W.J. and Hatt P.K. - Methods of Social Research
3. Journal of Social and Economic Studies, Vol.2, Nos. 2-3 (April-September 1985)
4. Special Issues on Data Methods and Social Research
5. Madge, John - The Tools of Social Science
6. Moser, G.A. and Kalton G. - Survey Methods in Social Investigation
7. Myrdal, Gunnar - Objectivity in Social Research
8. Shah, V.P. - Research Design
9. Young, P.V. - Scientific Social Surveys and Research
10. Gupta, S.P. - Examples in Statistics
11. Saxena, H.C. - Example in Statistics
12. Mikkelsen, Britha - Methods of Development Research and Work