

Ph.D. Course Work (Journalist & Mass Communication)

Wed. For the Session 2017-18

Ph.D. scholars are required to develop a solid understanding methodology theory and empirical aspects of communication and media research to meet the competent

knowledge of the discipline, other than their field of study Course work is designed to provide scholars with expedite in the respective discipline.

There will be eight questions in the paper and students are required to attempt five questions. All questions carry equal marks.

Research Methodology:

Paper-1

- 1 Various research approaches applied in media.
2. Area of communication and media research.
3. Theoretical background of communication and media research
- 4 Methods of communication research and media research
- 5 Changing trends in media research
6. Research studies/review literature,
7. Computer applications in media research
8. Statistics used in media research
9. Report Writing

Subject Specific: Communication Theory

Paper-II

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, Culture media theories, effect and impact theories, theories of social psychological approaches, persuasion and propaganda approach, use and gratification approach, non motive theories. hegemony, social learning, media arts and visual culture, culture ding and decoding, structuralism, seaffotics and semiology studies, intertextuality, post internet scanner

4 credits (100 Marks)