

Syllabus of Ph. D Course Work

Centre for Journalism and Mass Communication  
Visva-Bharati

Semester I

Paper I :      Rsearch Methodology              100 marks (80+ 20)

Purpose of this paper is to revise the master's level knowledge about research through look back at basic concepts in gist, introduce perspectives and conceptual framework, and updating knowledge on research by introducing qualitative and mixed methodologies applicable in communication and media research (C & MR)

Module I

Introducing Research

1. Understanding research in humanities and social science – definition, purpose and prospect in research- Positioning C & MR in the frame and understanding it's converging nature
2. The process of Research- Types of research- Parameters of a good research- basics of deciding among qualitative, quantitative and mixed approach in conducting a research
3. Deciding area of research- Literature review- Deciding topic- questions of validity, propriety and utility
4. Deciding research problem in details on topic- types of questioning ( aim & objective, hypothesis, research question )- Formulating project proposal

Module II

Research Design

1. Research Approach- Perspective and Conceptual Framework
2. Types of research design for quantitative, qualitative and mixed methods
3. Methods appropriate for each type of design- a review of appropriateness indicators
4. Research universe- negotiating access and research access- preparing research activity schedule- understanding limitations

Module I

1. Population for research- sample- types of sample and sampling- how to achieve right sampling
2. Using secondary data- types- locating secondary data- balancing between use of primary data
3. Generating and collecting primary data- observation types and it's instruments- interview types and instruments- questionnaire types, techniques and instruments- ethnographic methods- experiments
4. Presentation and analysis of data- nature of data- quantitative data analysis- qualitative data analysis
5. Writing and presenting research- project report presentation

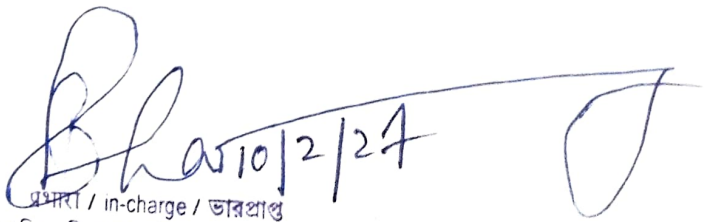
Module II

C & MR

1. Theoretical communication research- Knowing western research- Exploring Indian communication research areas
2. Applied Mass Media research- visual communication, audio communication, audience, production and dissemination research
3. Applied other media research- Folk, interpersonal, group and new media
4. Development & Rural Communication research- Analysis of dev & rural communication experiments in India.  
Method: Research review, sampling practical, book review, presentation assignments and class room interaction between the faculty and scholars.

Paper-III (100 Marks)

1. Article Review from a refereed journal.
2. Research Proposal writing.
3. Viva-Voce.

  
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