



Mangalore University
Department of Mass Communication and Journalism
Mangalagangothri – 574 199

Revised Ph.D Course Work in Mass Communication and Journalism

Papers	Particulars	Hours of Instruction per week	Duration of Exam (hrs)	Marks			
				IA	Theory	Total	Credits
Paper I	Research Methodology	4	3	30	70	100	4
Paper II	Review of Literature						
	Review Report	3	-	-	-	150	6
	Viva	-	-	-	-	50	2
							12



Chairman: Board of Studies



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Paper – I Research Methodology

Hours of Instructions in a Week: 4

Assessment:

Theory Marks	:	70	(Duration of Exam: 3 hrs)
Internal Assessment	:	30	(Test : 10 Marks
			Assignment : 10 Marks
			Seminar : 10 Marks)
Total	:	100	

Unit – I

Research – Definition, Concept, Scope, types of Research, origin and development of Media Research, Research procedures, Communication research in print, electronic, advertising and public relations.

Unit – II

Elements of Research – types of variables, levels of measurement – Nominal, Ordinal and Interval level, Scaling Techniques – Liker Scale, Thurston Scale, Guttman, Semantic differential scales.

Unit – III

Selection of research topic, developing research proposal, review of literature, search engines, e – research.

Unit – IV

Research approaches – experimental method, Scientific method, Survey research, Content Analysis, Observation, Focus Groups, Historical, Descriptive research, Qualitative and Quantitative analysis, Case Study.

Data Collection techniques, Construction of Questionnaire, Interview Schedule, Opinion Polls, TRP's.

Unit – V

Sampling techniques – Probability and Non – Probability method, data analysis techniques, Coding, tabulation, use of computer for data analysis – use of SPSS, Statistical applications – Standard Deviation, Chi Square, ANNOVA and t-Test, Writing Research report.

Book for Reference

1. Baymon C & Holloway I. (2011) Qualitative Research Methods in Public Relations and Marketing Communications New York, Routledge.
2. Berger A.A (2002): Media and Communication Research Method: An Introduction to qualitative and quantitative approaches, New Delhi Sage.
3. Bryman Alan (2004) Social Research, Methods, Oxford University Press
4. Johari JC (1988) Introduction to the methods of Social Sciences, Sterling Publishers, New Delhi.
5. Krippendorff. K. (2004): Content Analysis: An Introduction to its methodology, New Delhi Sage.
6. Kumar A, (1997) Social Research Method, Amol Publications Pvt. Ltd New Delhi.
7. Laws Sophie (2007) Research for Development: A Practical guide Vistaar Publications, New Delhi.
8. Laws Sophie (2007) Research for Development: A Practical Guide, New Delhi, Vistaar.
9. Merrigan. G. Hustan C.L (2008): Communication Research Methods, Oxford University Press.
10. Thakur Devendra (2009) Research Methodology in Social Sciences, Deep & Deep Publications.
11. Wimmer D. Roger and Dominick R. Joseph (2010): Mass Media Research: An Introduction, Thomson publications.

Paper II – Review of Literature

Hours of Instructions in a Week: 3hrs (to be taught by the Guide)

Assessment:

Review Report	:	150 Marks	:	6 Credits
Viva	:	50 Marks	:	2 Credits
Total			:	8 (6+2) Credits

1. Survey of relevant literature pertaining to the thrust area of research.
2. Theoretical Developments in the area of research
3. Bibliography to be incorporated to the review report following APA Style

Towards the end of the Ph.D Course work the researcher has undergo a Viva-Voce Exam for 50 Marks.



**Ph.D Course Work (MCJ), Examination
Mass Communication and Journalism (MCJ)**

**Model Question Paper
Paper I: Research Methodology**

Time 3 Hrs

Max Marks: 70

Note: Answer questions from Section A and B

Section – A

Answer any FIVE questions:

(5x6=30)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.



Section – B

Answer any FOUR questions:

(4x10=40)

- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
