

ಮಂಗಳೂರು
MANGALORE



ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
UNIVERSITY

(Accredited by NAAC with 'A' Grade)

ಕ್ರಮಾಂಕ/ No. : MU/ACC/CR.46/2014-15/A2

ಕುಲಸಚಿವರ ಕಛೇರಿ

ಮಂಗಳಗಂಗೋತ್ರಿ - 574 199

Office of the Registrar
Mangalagangothri - 574 199

ದಿನಾಂಕ/Date: 15.02.2016

NOTIFICATION

Sub : Revised syllabus for Ph.D. Course work in Mass Communication
and Journalism

Ref: Academic Council decision No.: 3:1(2015-16), dated 25.01.2016.

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The revised Syllabus for Ph.D Coursework in Mass Communication and Journalism which approved by the Academic Council at its meeting held on 25.01.2016 is hereby notified for implementation with effect from the academic year 2015-16.

  
REGISTRAR.

To:

- 1) The Chairmen of P.G. Departments/ Co-ordinators of P.G. Courses/ Principals of the Recognised Colleges/ Directors of Recognised Institutions of Mangalore University.
- 2) The Chairman, Board of Studies in subject concerned.
- 3) The Superintendent (ACC), O/o the Registrar, Mangalore University.
- 4) Guard File.



**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        | 16                            | -                      | -     | -      | 150   | 8       |
|          | Viva                 | -                             | -                      | -     | -      | 50    | 2       |
|          |                      |                               |                        |       |        |       | 14      |

*Waheeda Sultana*

Chairman: Board of Studies  
Department of  
Mass Communication & Journalism  
MANGALORE UNIVERSITY  
MANGALAGANGOTTHRI  
KONAJE - 574 199



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

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**Paper – I Research Methodology**

**Hours of Instructions in a Week: 4**

**Assessment:**

|                            |          |            |                                  |
|----------------------------|----------|------------|----------------------------------|
| <b>Theory Marks</b>        | <b>:</b> | <b>70</b>  | <b>(Duration of Exam: 3 hrs)</b> |
| <b>Internal Assessment</b> | <b>:</b> | <b>30</b>  | <b>(Test : 10 Marks</b>          |
|                            |          |            | <b>Assignment : 10 Marks</b>     |
|                            |          |            | <b>Seminar : 10 Marks)</b>       |
| <b>Total</b>               | <b>:</b> | <b>100</b> |                                  |

**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:**

|                      |          |                  |          |                        |
|----------------------|----------|------------------|----------|------------------------|
| <b>Review Report</b> | <b>:</b> | <b>150 Marks</b> | <b>:</b> | <b>6 Credits</b>       |
| <b>Viva</b>          | <b>:</b> | <b>50 Marks</b>  | <b>:</b> | <b>2 Credits</b>       |
| <b>Total</b>         |          |                  | <b>:</b> | <b>8 (6+2) Credits</b> |

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.

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