

**Centre for Journalism and Mass Communication**

**Visva-Bharati**

**PhD Coursework Syllabus**

**Objective:** Purpose of the course is to revise the master's level knowledge 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 (CM & R).

**Course I: Introduction to Research**

**Total Marks: 100 Marks**

**End-semester Written Examination: 80**

**Internal Assessment: 20**

**Credit: 4**

**Contact hours: 40 (Group A: 20, Group B: 20)**

**Group A: 2 Credit**

**End-semester Written Examination: 40**

**Internal Assessment: 10**

**Unit I**

- Methods of knowledge and knowing – scientific approach, Epistemology, Ontology, Axiology
- Conceptual Framework, Researcher's perspectives
- Research Approaches - Inductive & deductive approaches, Quantitative, Qualitative, Mixed-method, Multi-method etc
- Areas of communication and media research, evolution of communication and mass media research

**Unit II**

- Research – purpose, process and steps of conducting research, research schedule
- Structure and content of a dissertation, research paper, research report
- Bibliography and referencing, different citation styles, footnotes, endnotes

**Group B: 2 Credit**

**End-semester Written Examination: 40**

**Internal Assessment: 10**

**Unit III**

- Elements of Research – Concepts and Constructs, Variables, Primary & Secondary data
- Measurement – levels and scales
- Sampling – concept, methods, types, errors and tools

**Unit IV**

- Reliability & Validity
- Ethical concepts, Ethics for research, Communication & Media Research ethics
- Editing, reviewing manuscripts; Presentation techniques; Journal Impact Factor and its significance - Choosing a journal to publish

#### **Suggested Reading:**

- Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches by Arthur Asa Berger (Sage Publications)
- Mass Media Research by Roger D. Wimmer and Joseph R. Dominick (Wadsworth, Cengage Learning)
- Social Research Methods by Alan Bryman (Oxford University Press)

### **Course II: Research Methodology, Advanced Theoretical Concepts & Literature Review**

**Total Marks: 100 Marks**  
**End-semester Written Examination: 80**  
**Internal Assessment: 20**

**Credit-4**

**Contact hours: 40 (Group A: 20, Group B: 20)**

**Group A - Research Methodology: 2 Credit**  
**End-semester Written Examination: 40**  
**Internal Assessment: 10**

#### **Unit I**

- Various methods for analysing different types of content
- Various audience and effect research methods
- Other relevant research methods

#### **Unit II**

- Data tabulation and data coding, Preparing data for analysis
- Quantitative analysis methods, Software for analysing quantitative data
- Qualitative analysis method, Software for analysing qualitative data

**Group B - Advanced Theoretical Concepts & Literature Review: 2 Credit**  
**End-semester Written Examination: 40**  
**Internal Assessment: 10**

#### **Unit III**

- Relation between theory and research, Application of theories in research
- Theoretical framework – concept, process and presentation
- Advanced theoretical concepts

#### **Unit IV**

- Overview of Meta-analysis, Literature review – Uses, sources, processes
- Systematic Citation Search, Use of spreadsheets and software in bibliometric documentation, bibliometric analysis and literature review
- Systematic Literature Model: PRISMA Model

- Finding the research gap, setting research objectives (narrowing down on Research Questions)

### **Suggested Reading:**

- Doing media research: An introduction (2010) by Priest, Susanna Hornig (Sage)
- Qualitative Research Methods for Media Studies (2021) by Brennen, B. S. (Routledge)
- Mass Communication Research Methods Volume 1 & 2 (2009) by Anders Hansen (Sage Publications)
- The Literature Review: A Step-by-Step Guide for Students by Diana Ridley, Sage Publication
- Systematic Approach to a Successful Literature Review by Andrew Booth, Anthea Sutton and Diana Papaioannou, Sage Publication

### **Course III: Practical**

**Total Marks: 100 Marks**

**End-semester Practical Examination: 100**

**Credit-4**

**Contact hours: 60**

#### **Unit I**

- Exercise on developing theoretical framework in the relevant fields of the research (End semester practical examination of 25 marks will be conducted based on this project submission)

#### **Unit II**

- Exercise on reviewing research papers (End semester practical examination of 25 marks will be conducted based on this project submission)

#### **Unit III**

- Seminar Presentation (End semester practical examination of 25 marks will be conducted based on this presentation)

#### **Unit IV**

- Research paper written based on the seminar presentation topic (End semester practical examination of 25 marks will be conducted based on this project submission)