



**UTTARANCHAL
UNIVERSITY**

UTTARANCHALUNIVERSITY

ArcadiaGrant,P.O.Chandanwari, Premnagar,Dehradun, Uttarakhand-
248007,INDIA

Detailed Course Structure & Syllabus of Pre Ph.D. (Mass Communication) Course Work (As per CBCS system) W.E.F Session 2022-23



**Course Structure of the Pre-Ph.D (Mass Communication) Course Work:
Applicable for Batch: 2022-23**

SCHEME OF EXAMINATION

**Ph.D(Mass Communication)
(Effective from Academic Year 2022-23)**

Under Choice Based Credit System (CBCS)

**Course Structure of the Pre-Ph.D (Mass Communication) Course Work:
Applicable for Batch: 2022-23**

Scheme of Pre-Ph.D. Course Work

S.No	Course Code	Subject	Credits	Evaluation - Scheme							
				Period			Sessional			Examination	
				L	T	P	CT- I	CT- II	Total	ESE	Sub. Total
Courses											
1.	RM-101	Research Methodology	4	4	0	0	20	20	40	60	100
2.	RM-102	Computer & Stats Application in Research	2	2	0	0	20	20	40	60	100
3.	RPE-103	Research & Publication Ethics	2	2	0	0	20	20	40	60	100
4.	DSE-104	Discipline Specific Electives	3	3	0	0	20	20	40	60	100
5.	RS-105	Seminar Presentation	2	0	0	4	20	20	40	60	100
		Total	13	11	0	4	100	100	200	300	500

List of Electives

S. No.	Course Code	Course Name
1	MC-104	Mass Communication



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SYLLABUS

of

Ph.D(Mass Communication)



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Programme Name	Pre-Ph.D. Course Work	Programme Code	23-
Course Code	RM-101	Credit	4
Year/Sem	1/1	L-T-P	4-0-0
Course Name	Research Methodology		

Objectives of the Course:

1. To Equip the Students with the Concept and Methodology of Research.
2. To provide knowledge about type of research, preparation of reports and thesis, designing of Research using Scientific Methods.

UNIT I (Total Topics- 7 and Hrs-12)

Introduction to Research: Definition, Nature and significance, Role and Objectives; Types of Research: exploratory, descriptive, experimental and diagnostic research, social and legal research and traditional, analytical, empirical & fundamental research, Doctrinal and non-doctrinal research methods; Various Research Designs; Scientific Research Process: Overview, Problem identification and formulation of research statement.

UNIT II (Total Topics- 7 and Hrs- 12)

Data Collection: sources, primary and secondary methods, significance of Primary and Secondary Data, questionnaire Vs. schedules; Data Processing: Editing, Coding Organization and Presentation; Attitude Measurement and scaling: Measurement Scales, Sources of Errors in Measurement, Techniques of Developing Measurement Tools, Classification and Testing (Reliability, Verification and Validity) Scales, Designing Questionnaires and Interviews.

UNIT- III (Total Topics- 5 and Hrs- 10)

Sampling, Sampling Methods, Sampling Plans, Sampling Error, Sampling Distributions: Theory and Design of Sample Survey, Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors, Concept of Permutation, Combination & Probability for research analysis.

UNIT-IV (Total Topics- 5 and Hrs- 10)

Interpretations and Report Writing: Meaning of Interpretation, Techniques of Interpretation, Precautions in Interpretation, Significance of Report Writing, Steps in Report Writing, Layout of Report and Precautions in Writing Research Reports. Limitations of RM: Ethics in Research, Philosophical Issues in Research.

CO1. Acquire in-depth knowledge of various fundamentals, theories and principles related to the research and apply the acquired knowledge in carrying out research studies in the area of interest.

CO2. Identify, formulate and critically investigate research problems by applying research-oriented knowledge and analyze relevant data to reach certain conclusions in the form of alternative solutions to these problems.

CO3. Apply the acquired knowledge and skills to develop minds to think out of the box while carrying out research operations to conclude something.

CO4. Apply parametric and non-parametric statistical tests to verify the developed hypothesis to suggest innovative solutions to the problem being investigated.



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Reference Books

1. William G. Zikmund, "Business Research Methods", Orlando: Dryden Press.
2. C. William Emory and Cooper R. Donald, "Business Research Methods", Boston, Irwin.
3. Fred N Kerlinger, "Foundations of Behavioural Research", New Delhi: Surjeet Publications.
4. Naresh Malhotra, Marketing Research : An Applied Orientation, Pearson publication David Nachmias and ChavaNachmias, "Research Methods in the Social Sciences", New York: St.Marlia's Press.
5. Bhattacharya, D. K. (2004) Research Methodology, New Delhi, Excel Books.



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Programme Name	Pre-Ph.D. Course Work	Programme Code	23-
Course Code	RM-102	Credit	2
Year/Sem	1/1	L-T-P	2-0-0
Course Name	Computer & Stats Application in Research		

Objectives of the Course:

1. To appraise computational skills for research application.
2. To assess statistical method for research analysis.

UNIT I

Characteristics of Computers, Evolution of computers, computer memory, computer generations, Basic computer organization; System software, Application software, introduction to operating system, single user, multi-user, multi-tasking single tasking, application of computer for business and research, MS-windows, Linux .Application of Internet in research : INFLIBNET, Use of Internet, sights (DOAJ), Use of E Journals, Use of E library, use of EBSCO HOST online database of Academic Libraries. Subject/field specific tools on www.freeware.com

UNIT II

Computer Application in Research,. Basic concept of Computer, Use of Internet for Research Purpose: E-mail, WWW, Web browsing, technical skills, drawing inferences from data, Research publishing tools-MS Word, Adobe acrobat, Graphics tool-MS Excel, Presentation tool-MS Power, Data Analysis Software and Analysis Techniques point. Creating presentation and adding effects, Introduction to Data analysis software-SPSS: Definition, objectives and features, data analysis using SPSS.

UNIT- III

Statistical methods for research application in analysis of data, Measurement in Research , data interpretation, Measures of Central Tendency, Measures of Dispersion, Measures of Asymmetry (Skewness), std deviation, Measures of Relationship, Simple Regression Analysis, Correlation and Regression, Partial Correlation.

UNIT-IV

Statistical Tools-Hypothesis and Hypothesis Testing: Parametric & Non-Parametric Tests, Important Parametric Tests ,Hypothesis Testing of Correlation Coefficients ,U Test, Chi Square Test, ,T-Test.Analysis of Variance (ANOVA) , The Basic Principle of ANOVA ,ANOVA Technique, Setting up Analysis of Variance Table, Short-cut Method for One-way ANOVA, Coding Method, Two-way ANOVA .

Course Outcomes:

- CO1.** Acquire knowledge of concept of computer with application in Research.
- CO2.** Apply acquired knowledge of computer for presentation skills.
- CO3.** Acquire knowledge of statistical methods for Research.
- CO4.** Apply acquired knowledge to describe the inductive nature of quantitative data analysis.



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Reference Books

1. C. R. Kothari, "Research Methodology: Methods and techniques", New Delhi: Vishwa Prakashan.
2. Brymann, Alan and Carmer, D. (1995) Qualitative data analysis for social scientist, New York, Routledge Publication.
3. Jain, Satish: "Introduction to Computer Science and basic Programming." BPB Publications, New Delhi, 1990. •
Rajaraman, V., "Fundamental of Computers", Prentice Hall of India, New Delhi, 1996.



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Programme Name	Pre-Ph.D. Course Work	Programme Code	23-
Course Code	RPE-103	Credit	2
Year/Sem	1/1	L-T-P	2-0-0
Course Name	Research & Publication Ethics		

Objectives of the Course:

Its objectives to provide knowledge about ethics and code of research publication with concept of plagiarism.

UNIT I (Total Topics- 2 and Hrs-8)

1. Introduction to philosophy: definition, nature and scope, concept, branches
2. Ethics: definition, moral philosophy, nature of moral judgments and reactions

UNIT II (Total Topics- 5 and Hrs- 5)

1. Ethics with respect to science and research
2. Intellectual honesty and research integrity
3. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
4. Redundant publications: duplicate and overlapping publications, salami slicing
5. Selective reporting and misrepresentation of data

UNIT- III (Total Topics-7 and Hrs-7)

1. Publication ethics: definition, introduction and importance
2. Best practices/ standards setting initiatives and guidelines: COPE, WAME, etc.
3. Conflicts of interest
4. Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types
5. Violation of publication ethics, authorship and contributorship
6. Identification of publication misconduct, complaints and appeals
7. Predatory publishers and journals

UNIT- IV (Total Topics-4 and Hrs-4)

Practice

Open Access Publishing

1. Open access publications and initiatives
2. SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies
3. Software tool to identify predatory publications developed by SPPU
4. Journal finder/ Journal suggestion tools viz. JANE, Elsevier Journal finder, Springer Journal Suggester, etc.

CO1. Recognize the basics of philosophy of science & ethics, research integrity, publication ethics and theories of research ethics.

CO2. Familiarize with important issues in research ethics, research integrity, scientific misconduct and misinterpretation of data.

CO3. Analyze the best practices for publications, publication ethics and identify the predatory publishers & journals.

CO4. Demonstrate & use plagiarism software tools, open-source software tools, citation databases and



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research metrics.

CO5. Publish credible & scholarly publications in reputed peer-reviewed journals.

References-

Research and Publication Ethics, Dr Sumanta Dutta, Bharti Publications, 2021

Research and Publication Ethics, Dr Santosh kumar Yadav, Anne Publications, 2020



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Programme Name	Pre-Ph.D. Course Work	Programme Code	23-
Course Code	RS- 105	Credit	2
Year/Sem	1/1	L-T-P	0-0-4
Course Name	Seminar Presentation		

Objectives of the Course:

Main objective of this course is to develop presentation skills in the scholars and knowledge about review of literature so that they can review properly for utilisation in their research work.

Seminar Presentation-Candidate/Research Scholar has to go through the review of literature in the concerned field of research. Review of literature guidelines will be given by the concerned faculty/Dean of Department/School/College. Research Scholar has to prepare presentation on review of literature in the concerned field/ topic assigned by the department (DRC) periodically during course work. There will be minimum 3 presentations of review of literature during pre-Ph.D. course work.

- First presentation will be required in DRC/FRC for review of literature with concerned Department focus on area of research. It will be evaluated and assessment sheet will be sent from Department to Dean Research & Studies office.
- Similarly second presentation will be required by research scholar with extension of first presentation and more number of references would be added.

Internal & end term examination marks will be as per scheme. Each presentation is to be assessed by the department as per instructions from Dean-Research & Studies.

Final presentation would be required at the time of end term/sem. examination on proposed synopsis. General guidelines would be issued by Dean-Research for seminar presentation.

Course outcomes

CO1. Research Scholar would be able to develop & explore the review of literature in concerned area.

CO2. Analyze review of literature critically for finding the research gap.

CO3. Apply acquired knowledge in making systematic seminar presentations.

CO4. Apply acquired knowledge for improving development of all-round research.



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Programme Name	Pre-Ph.D. Course Work	Programme Code	23-
Course Code	MC-104	Credit	3
Year/Sem	1/1	L-T-P	3-0-0
Course Name	Mass Communication		

Objectives of the Course:

To teach students how to use media as a tool of information , education and entertain the masses

UNIT I Principles of Communication (Total Topics- 7 and Hrs-12)

Nature and progress of human communication, Functions of communication, Verbal and non-verbal communication, Intra-personal, inter-personal, small group, public and mass communication, SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerberner, Newcomb, Convergent and gate-keeping, communication and socialization. Nature and process of mass communication, media of mass communication, Characteristics and typology of audiences

UNIT II Media Law And Ethics (Total Topics- 7 and Hrs- 12)

Basics of Indian Constitution, Functioning of Indian Parliament , Fundamental Rights and Duties

Freedom of Speech & Expressions(freedom of Press), Supreme Court Judgements related to Article 19

Right to Information Act 2005 : Assessment & proposed changes, Election Process in India, Defamation & Supreme Court judgement on criminal defamation, Contempt of Court & proposed amendments

Censorship and its different forms, Right to Privacy & Article 21, • IPR & Copyright Act, Books and Newspapers Registration Act, Working Journalists Act & wage boards, PCI (Press Commissions of India 1st & 2nd)

UNIT- III Development Communication (Total Topics- 5 and Hrs- 10)

Development: Concept, concerns, paradigms, Measurement of development, Development versus growth

Human development, Models of development, Nehruvian model, Gandhian model, Deen Dayal Upadhyay views on development, Panchayati raj, Developing countries versus developed countries, Sustainable development goals

Development communication: Concept and approaches, Paradigms of development: Dominant paradigm, dependency, alternative paradigm, Dev comm. approaches – diffusion of innovation, empathy, magic multiplier

Alternative Dev comm. approaches: Sustainable Development, Participatory Development

Inclusive Development, Development support comm. – definition, genesis, area woods triangle



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CO1 Understand the process, functions and how to overcome the barriers to effective Communication

CO2 Analyze the constitutional scope for the functions of media

CO3 Recognize the nature of moral and ethical discourse in the mass media

CO4 Understand the concept of development and development communication

Reference Books

- Rogers Everett M : 2000, Communication and Development- Critical Perspective,Sage, New Delhi,
- SrinivasR.Melkote& H. Leslie Steeves: Communication for Development In The Third World, Sage Publications.
- Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi,
- Vincent Miller, Understanding digital culture, Sage Publications,2011
- Lev Manovich,“What is New Media?” In The Language of New Media, Cambridge: MIT Press
- 2001
- Siapera, Eugenia. , Understanding new media. Sage, Introduction. 2011
- Baym, Nancy K., Personal Connections in the Digital Age. Polity. 2010