

MPHIL/PHD IN MASS
COMMUNICATION

RULE BOOK

Department of Media and Communication

School of Communication

Central University of Tamil Nadu

Revised in May 2018

Course overview

Syllabus and course work for the M.Phil. and Ph.D. programmes in Mass Communication offered by the Department of Media and Communication, Central University of Tamil Nadu, are designed as per the University grants Communication (Minimum Standards and Procedure for Award of M.Phil./Ph.D. Degree) Regulations, 2016.

Duration

M.Phil. programme shall be for a minimum duration of two (2) consecutive semesters / one year and a maximum of four (4) consecutive semesters / two years.

Ph.D. programme shall be for a minimum duration of three years, including coursework and a maximum of six years.

Extension beyond the above limits will be governed by the relevant clauses as stipulated in the Statute/Ordinance of the university.

Women candidates and Persons with Disability (more than 40% disability) may be allowed a relaxation of one year for M.Phil and two years for Ph.D. in the maximum duration. In addition, the women candidates may be provided Maternity Leave/Child Care Leave once in the entire duration of M.Phil/Ph.D. for up to 240 days.

MPHIL/PHD

Coursework credits: 12

Total credits: 24

Upon satisfactory completion of course work in the first semester, the M.Phil./Ph.D. scholar shall be required to undertake research work and produce a draft dissertation/thesis within the stipulated time. Prior to the submission of the dissertation/thesis, the scholar shall make a presentation in the Department before the Research Advisory Committee of the Institution concerned which shall also be open to all faculty members and other research scholars. The feedback and comments obtained from them may be suitably incorporated into the draft dissertation/thesis in consultation with the Research Advisory Committee.

M.Phil scholars shall present at least one (1) research paper in a conference/seminar and Ph.D. scholars must publish at least one (1) research paper in refereed journal and make two paper presentations in conferences/seminars before the submission of the dissertation/thesis for adjudication, and produce evidence for the same in the form of presentation certificates and/or reprints.

The M.Phil. dissertation submitted by a research scholar shall be evaluated by his/her Research Supervisor and at least one external examiner who is not in the employment of the Institution/College. The viva-voce examination, based among other things, on the critiques

given in the evaluation report, shall be conducted by both of them together, and shall be open to be attended by Members of the Research Advisory Committee, all faculty members of the Department, other research scholars and other interested experts/ researchers. The Ph.D. thesis submitted by a research scholar shall be evaluated by his/her Research Supervisor and at least two external examiners, who are not in employment of the Institution/College, of whom one examiner may be from outside the country.

The viva-voce examination, based among other things, on the critiques given in the evaluation report, shall be conducted by the Research Supervisor and at least one of the two external examiners, and shall be open to be attended by Members of the Research Advisory Committee, all faculty members of the Department, other research scholars and other interested experts/researchers.

The public viva-voce of the research scholar to defend the dissertation/thesis shall be conducted only if the evaluation report(s) of the external examiner(s) on the dissertation/thesis is/are satisfactory and include a specific recommendation for conducting the viva-voce examination. If the evaluation report of the external examiner in case of M.Phil. dissertation, or one of the evaluation reports of the external examiner in case of Ph.D. thesis, is unsatisfactory and does not recommend viva-voce, the Institution shall send the dissertation/ thesis to another external examiner out of the approved panel of examiners and the viva-voce examination shall be held only if the report of the latest examiner is satisfactory. If the report of the latest examiner is also unsatisfactory, the dissertation/ thesis shall be rejected and the research scholar shall be declared ineligible for the award of the degree. The Institutions shall develop appropriate methods so as to complete the entire process of evaluation of M.Phil. dissertation/ Ph.D. thesis within a period of six months from the date of submission of the dissertation/thesis.

SYLLABUS FOR COURSEWORK (MPHIL/PHD)

CORE SUBJECTS

Code	Subject Name		Credits	T-Hrs	P-Hrs	Hours
MCP01	Communication Research Methods	T	4	4		4
MCP02	Perspectives in Communication and Media Theories	T	4	4		4
	TOTAL	2	8	8	-	8

ELECTIVES

Code	Subject Name		Credits	T-Hrs	P-Hrs	Hours
MCP03	Journalism	T	4	4		4
MCP04	Film Studies	T	4	4		4
MCP05	New Media	T	4	4		4
MCP06	Communication for Social Development	T	4	4		4
MCP07	Marketing Communication	T	4	4		4
	TOTAL	1	4	4	-	4

MCP01: Communication Research Methods

THEORY - 4 credits: (4 theory hours/week)

Unit 1

Fundamental Principles of Communication Research

- Introduction to Communication Research
- Development of Mass Media Research
- Paradigm Shifts in Media Effects
- The Research Process and the Role of Theory
- Reading and Writing the Quantitative Research Report
- Constructs, Concepts, Hypotheses, and Research Questions
- Variable Relationships and Confounding Variables

Unit 2

Considerations in Designing a Research Study

- Principles of Measurement
- Principles and Techniques of Sampling
- Research Design
- Surveys and Questionnaires
- Experiments
- Content Analysis
- Qualitative Research Methods
- Participatory Research Methods
- Research Ethics
- Indexing, Citation and Bibliography

Unit 3

Descriptive and Inferential Statistics

- The Normal Distribution
- Descriptive Statistics: Measures of Central Tendency and Dispersion
- Inferential Statistics: Comparing Sample to Population
- Hypothesis Testing

Unit 4

Testing Categorical Data

- Chi-Square Analysis: Univariate
- Chi-Square Analysis: Bivariate

Unit 5

Exploring Differences and Relationships in Data

- Differences: The Independent Samples T-Test
- Relationships: The Pearson Product-Moment Correlation
- Regression and Path Analysis
- Cross-sectional and Longitudinal Tests
- Determining Which Statistic to use and When

REFERENCES

Mass Media Research: An Introduction. Roger D Wimmer and Joseph R Dominick. Cengage Learning, Inc; 9th ed. edition (1 January 2010)

Social Research and Statistics by R.N. Mukerjee, Vivek Prakashan, Delhi

Scientific Method and Social Research by B. N. Ghosh, Sterling Publishers N. Delhi 92

Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches: Arthur Asa Berger; Sage: 1933.

Research Methods in Mass Communication, Guido Hermann Stempel, Bruce H. Westley, Prentice Hall, 1989

Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact by Sarah J. Tracy, Wiley-Blackwell; 1 edition (January 4, 2013)

MCP02: Perspectives in Communication and Media Theories

THEORY - 4 credits: (4 theory hours/week)

Unit 1

Theories of Interpersonal Communication

- Burgoon - Expectancy Violation Theory
- Altman & Taylor - Social Penetration Theory
- Berger - Uncertainty Reduction Theory
- Walther - Social Information Processing Theory
- Baxter & Montgomery - Relational Dialectics
- Petronio - Communication Privacy Management Theory

Unit 2

Theories of Influence

- Sherif - Social Judgment Theory
- Petty and Cacioppo - Elaboration Likelihood Model
- Festinger - Cognitive Dissonance Theory

Unit 3

Theories of Mass Communication

- Bormann - Symbolic Convergence Theory
- McLuhan - Media Ecology
- Barthes - Semiotics
- Hall - Cultural Studies
- Hypodermic or Bullet Theory
- Selective Exposure and Selective Perception
- Paul Lazarsfeld - Two-step Flow Theory
- Gerbner - Cultivation Theory
- McCombs and Shaw - Agenda-setting Theory
- Katz - Uses and Gratifications
- Sandra Ball-Rokeach and Melvin DeFleur - Media Dependency Theory
- Entman - Framing
- New Media Theories

Unit 4

Theories of Intercultural Communication

- Giles - Communication Accommodation Theory
- Ting-Toomey - Face-Negotiation Theory
- Tannen - Genderlect Styles
- Harding and Wood - Standpoint Theory
- Kramarae - Muted Group Theory

Unit 5

Normative Theories of Mass Media

- Authoritarian Theory
- Free Press Theory
- Social Responsibility Theory

- Communist Media Theory
- Development Communication Theory
- Democratic-Participant Media Theory

Communication Theories: Perspectives, Processes, and Contexts: 2nd (second) Edition, Katherine Miller, McGraw-Hill Companies, The; 21368th edition (June 30, 2005)

Theories of Human Communication 10th Edition, Stephen W. Littlejohn, Waveland Press, Inc.; 10 edition (November 15, 2010)

Mass Communication Theories: Explaining Origins, Processes, and Effects, Melvin L. DeFleur and Margaret DeFleur, Routledge; 1 edition (October 4, 2009)

Media Effects: Advances in Theory and Research, 3rd Edition, Jennings Bryant and Mary Beth Oliver, Routledge; 3rd edition (December 20, 2008)

MCP03: Journalism

THEORY - 4 credits: (4 theory hours/week)

Unit 1

- History and development of the press
- Press freedom
- Journalism ethics
- Journalism: Reach, access and uses
- Gate-keeping
- Media roles and responsibilities

Unit 2

- Media bias
- Media framing
- Journalism and politics
- Journalism and environment
- Journalism and health
- Journalism and conflict

Unit 3

- Humanist and behavioural traditions
- Journalism and culture
- Journalism and discrimination
- Yellow journalism

Unit 4

- Journalism: content and design
- Journalism and research

Unit 5

- Journalism in the era of the internet
- Newspapers, magazines and tabloids
- Television and radio journalism
- Online journalism
- New media
- Alternative media
- Community media
- Issues and challenges

References:

Boyd- Barrett, O. & Rantanen, T (eds) (1999).
The Globalization of News. London: Corwin Press
Clausen, L (2003) Global News Production. Copenhagen:
Copenhagen Business School Press
Elliott, W.A. (1986) Us and Them: A Study of Group Consciousness.
Aberdeen: Aberdeen University Press.
Franklin, Bob et al (2005) Key Concepts in Journalism Studies.
New Delhi: Vistaar Publications
Keeble, Richard (2009) The newspapers handbook. NY:Routledge
Singh, Manorama (2007) History of Journalism. New Delhi: Discovery Publishing House
White, Ted (2005) Broadcast news: Writing, Reporting and Producing. USA: Elsevier

MCP04: Film Studies

THEORY - 4 credits: (4 theory hours/week)

Unit 1

Film and art

- Cinema as a medium of art
- Abstraction in cinema
- Modes of Discourse
- Cinema technology
- Cinema components
- Cinema history: From Hollywood and Europe to India

Unit 2

Film as medium

- Characteristics
- Film Perception: Levels of Understanding
- Film theory and semiotics
- Formalism and neo formalism
- Film language
- Film and psychoanalysis
- Film and cultural identity: hermeneutics, reception aesthetics and film interpretation

Unit 3

Film forms

- Narrative and Non-narrative
- Film and postmodernism
- Post structuralism and deconstruction
- Impressionism
- Expressionism and surrealism
- Fiction: realism, symbolic simulation-typology genres of fiction
- Film and research

Unit 4

Film production

- Visualization
- Script writing
- Characterization
- Storyboard-tool & techniques
- Continuity style: Composing shots- spatial (mise en scene) - temporal (montage)
- Camera shots: pan, crane tracking, and transition
- Sound in Cinema: dimensions and functions
- Film audience

- Review and appreciation of film.

Unit 5

Cinema and Identities

- Representation: Gender, Lesbian and gay
- National and Regional Identities
- Bollywood Vs others
- World Cinema- American, British, Italian, French and Japanese

References:

- History through the lens ; Perspectives on South Indian Cinema; S Theodore Baskaran; Orient BlackSwan:2009
- Ashish Rajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.
- Rabiger, Michael. 2004. Directing the Documentary. 4th edition. Oxford. Focal press.
- Proferes, Nicholas. 2001. Film Directing Fundamentals. Oxford: Focal Press.
- Mamer, Bruce. 2000. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication.
- Perisic, Zoran. 2000. Visual Effects Cinematography. Oxford Focal Press.
- Nelmes, Jill. 1996. Introduction to film studies. Routledge. London.
- Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992. Film Theory and criticism: Introductory Readings. 4th Edition. Oxford University Press. New Delhi.
- Kobre. 1996. Photo journalism – the professional approach. Focal press.
- Ippolito, Joseph.A. 2005. Understanding digital photography. Thomson Press. New Delhi.
- Ang, Tom. 2005. Digital Photography. Mitchell Beazley. London.
- Daly, Tim. 2002. Digital Photography Handbook. Amphoto Books. New York.
- Digital photography, A Step- by- Step Guide and Manipulating Great Images by Tom ang Mitchell Beazley.
- Practical photography – O.P. Sharma – Hind pocket books.
- The focal encyclopedia of photography (1993)– Richard Zakia, Leatie Stroebel – Focal press baston, London.Third edition.
- Mastering Digital Photography and Imaging (2001) – Peter K Burian – Publisher Sybex. USA. First edition.
- The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition.
- The Photographer’s Handbook. 1999 by John H edgecoe. Alfred A.Knopf Publisher,.
- Interior Shots .2002. by Roger Hicks and Frames Schultz, Rotovision, Switzerland.
- Understanding Digital Photography by Joseph A . lippolito, Thomson Delmar Learning, 2003.USA
- Digital Portrait Photography and Lighting: Take Memorable Shots Every Time 2005. by Catherine Jamieson/ Sean McCormick -Publisher: Wiley Jamieson and McCormick. London .
- Film Theory and Criticism by Leo Braudy and Marshall Cohen (Paperback - Jan. 14, 2009)
- Film Studies edited by Jill Nelemes (1996): Routledge
- How to read a film; James Monaco (2009) Oxford University Press

MCP05: New Media

THEORY - 4 credits: (4 theory hours/week)

Unit 1

New media Technology

- Characteristics: Information Superhighway, Convergence, Structure and Functions
- Social and cultural consequences: fragmentation and digital Isolation
- Social Control and Democracy
- Privatization and Competition
- New media access and control
- Digital Divide: E-governance, Social and legal frameworks, Policy initiatives

Unit 2

Information and Knowledge society

- Characteristics of Information Society
- Post-industrial society
- Information Society Theories: Daniel Bell, Machlup, Webster, Schiller
- Evolution of New media audiences: Elite, Mass, Specialized and Interactive
- New media uses and gratifications, Influencing factors

Unit 3

Social and Cultural effects of New Media

- Social Networking
- Information Overload
- Information Rich and Information Poor
- Knowledge Gap and Cultural Alienation New media impact on old media
- ICTs for Development

Unit 4

New Media Theory

- Perspectives of NMT
- Technological Determinism, Constructivism, Functionalism, Postmodernism
- Characteristics of New Media
- Uses, Adoption ICT and Social Transformation
- Socio-technical paradigm, Information commodification new consumption norms
- Knowledge gap
- New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Bill and Regulations

Unit 5

Media in Digital Age

- Digitextuality
- Click theory
- Digitextual aesthetics
- Augmented space
- Interactivity
- Userflows
- Narrative Mapping

● Tulip Theory

References:

- Global Communication in Transition: The end of diversity – By Hamid Mowlana, Sage Publications, Newbury Park, 1996
- Information and Communication Technology in Development: Cases from India – Ed. By Subhash Bhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000
- Electronic Communication Convergence: Policy challenges in Asia – Ed. By Mark Hukill et al. Sage publications, New Delhi, 2000
- Global Information and World Communication (2nd edition)– by Hamid Mowlana Sage Publications, New Delhi, 1997
- New media and Politics – Ed. By Barrie Oxford and Richard Huggins, Sage Publications, New Delhi, 2001
- World Communication Report: The media and the challenge of the new technologies – Ed. By Alaine Modouz, UNESCO Publishing 1997
- Reshaping Communications: Technology, Information and Social change – By Paschel Preston, Sage Publications, New Delhi, 2001
- Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997
- The media and cultural production – By P. Eric Louw, Sage publications, New Delhi, 2001.
- Media morphosis – By Roger Fidler, Sage publications, 1998
- New media – By Ronald Rice, Sage Publications, 1984
- Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998
- Media performance – By Denis McQuail, Sage Publications London, 1992
- New Communications Technology and the Public Interest: Comparative perspectives on policy and research – Ed. By Marjorie Ferguson, Sage publications, 1986
- Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995
- New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications
- E-Governance – by Pankaj Sharma, APH Publishing Corporation, 2004
- New Media: Theories and Practices of Digitextuality – Anna Evertt and John T. Caldwell – Routledge : Newyork. 2003

MCP06: Communication for Social Change

THEORY - 4 credits: (4 theory hours/week)

Unit 1

Philosophy of Development Practice

What is development? How can it be measured? What is the relationship between growth and development? Shifting ideas of development. Historical contexts and different paradigms of development. Various ways of 'doing' development and role of state, market and society in this context. Understanding developing societies in order to comprehend development. Exploration of interface areas between politics, society, and culture. Philosophies of development Practice in different in the writings of Tagore and Gandhi.

Unit 2

Natural Resources, Development, and Grassroots Engagement

Governance of natural resources and livelihoods-- conceptual and theoretical issues in analyses, changing paradigms in NRM and livelihood, lack of access to resources and rural poverty, the use and conservation by rural communities of resources such as land, water, forests, and minerals. Removing poverty: Various reports of Tendulkar Committee, N.C. Saxena Committee, concept of the 'political' in rural context, resistance and change to 'development' in rural situations. How to overcome? What is change? Theories of change. Conflict and consensus in Indian society.

Unit 3

Communication for Urban, Rural and Tribal Development

Issues in development and development support communication: Population, Health, Agriculture, Education, Industrial, Economic, Science and technology, Environment, National integration. Communication through visual artistic forms, dance, music and rituals, songs, stories, paintings, dance, music, tapestries, folklore and rituals that circulate in tribal cultures and rural India.

Unit 4

Research themes in Development Communication

ICT for development, Environmental communication, Science communication, Health communication, Agricultural communication, Educational communication, , Women in development (WID), Gender and development (GAD, Current trends in development communication research.

References

- McPhai, Thomas L. I Development Communication: Reframing the Role of the Media McPhai, Thomas L. I, BlackWell
- Srinivas R. Melkote, Communication for Development in the Third World New Delhi/Newbury Park/London: Sage Publications
- Hedebro, Goran. Communication and social change in developing nations: A critical view. Ames, IA: Iowa State University Press.
- Gumucio-Dagron, Alfonso & Tufte, Thomas (Eds.). Communication for social change anthology: Historical and contemporary readings. Communication For Social Change Consortium.

- Majid Tehranian : Communication Policy for National Development
- Dube, S.C. : India's Changing Villages, Human Factors in Community Development
- Vilanilam, John V. Development communication in practice. New Delhi:Sage
- Mody, Bella. International and development communication. Thousand Oaks :Calif
- Stevenson, Robert L. Communication, development, and the third world.
Longman:New York

MCP07: Marketing Communication

THEORY - 4 credits: (4 theory hours/week)

Unit 1

Advertising: Target/Geographical market, positioning, Brand strength measurement, message research, Communication effectiveness. Campaign designing and testing. The DAGMAR approach to setting objectives and measuring advertising effectiveness.

Unit 2

PR and Corporate Communication: Industrial relation and public relations, Customer relations and media relations, Managing corporate crisis: National and international case studies.

Unit 3

Event Management: Event planning, Budgeting, Implementation and Evaluation, Study of audience profile, perception and reception of communication. Latest trends and role of new media technology.

Unit 4

Media Marketing: Strategies for increasing circulation, TRPs and maintaining brand loyalty. Integrated marketing communication (IMC) : Planning, strategy, Understanding Consumer behavior, Sales Promotion, Direct Marketing, Public Relations, Publicity and Corporate advertising, Unconventional promotional media. The media planning and strategy: Print Media, Broadcast media, Out of home media, etc. Digital media.

References:

Barker, C. (1999) Television, Globalization and Cultural identities, Milton Keynes: Open University Press.

Chambers, I. (1986) Popular Culture: The metropolitan experience. London: Methuen

Chris Barker (2008), Cultural studies (theory & practice), sage publications, Los Angeles

Daniels, T. and Gerson, J. (eds) 1989 The Colour Black. London

Kruti Shah (2008), Advertising and Promotions an IMC perspective, Tata McGraw-Hill Publishing Company Limited New Delhi

Fiske, J. (1989) Reading popular culture Global Communication in Transition: The end of diversity – By Hamid Mowlana, Sage Publications, Newbury Park, 1996

Information and Communication Technology in Development: Cases from India – Ed. By Subhash Bhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000

Electronic Communication Convergence: Policy challenges in Asia – Ed. By Mark Hukill et al. Sage publications, New Delhi, 2000

Global Information and World Communication (2nd edition)– by Hamid Mowlana Sage Publications, New Delhi, 1997

Reshaping Communications: Technology, Information and Social change – By Paschel Preston, Sage Publications, New Delhi, 2001

Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997

The media and cultural production – By P. Eric Louw, Sage publications, New Delhi, 2001
Mediamorphosis – By Roger Fidler, Sage publications, 1998

New media – By Ronald Rice, Sage Publications, 1984

Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998

Media performance – By Denis McQuail, Sage Publications London, 1992

New Communications Technology and the Public Interest: Comparative perspectives on policy and research – Ed. By Marjorie Ferguson, Sage publications, 1986

Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995

New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications

Advertising, Dr. C.N. Sontakki, 1994, Kalyani Publishers, New Delhi.

Advertising Principles & Practice, Chunawala, 1999, Himalaya Publishers, New Delhi.

Handbook of Public Relations in India, D.S. Mehta, 1998, Allied Publishers, 7.

Dilgir, H.S. Future of Journalism, Mass Communication and Public Relations: Jan R. Hakemuldar.

Public Relations Concept: J. Shri, N. Jethu, Sterling Publishers Pvt. Ltd. New Delhi.

Handbook of Public Relation and Communication : K.R. Balan and C.S. Raudu, Castle Books Pvt. Ltd. New Delhi.