



# **Ph.D Course Work Syllabus**

**DEPARTMENT OF JOURNALISM & MASS COMMUNICATION**

**SCHOOL OF MEDIA AND COMMUNICATION**

**ADAMAS UNIVERSITY**

### Ph.D COURSE STRUCTURE

SL. No.	TYPE OF COURSE	COURSE CODE	TITLE OF THE COURSE	CONTACT HOURS PER WEEK			REMARKS
				L	T	C	
1	CC	RES81101	RESEARCH METHODOLOGY	3	1	4	REQUIRED
2	CC	ECS31101	COMPUTER APPLICATION	3	1	4	REQUIRED
3	CC	HJM81101	UNDERSTANDING MASS COMMUNICATION	3	1	4	REQUIRED

**NAME OF THE COURSE- UNDERSTANDING MASS COMMUNICATION  
COURSE CODE- HJM81101**

**Credit-4, Contact Hours- 60**

#### Section A

#### UNIT –I

##### **MEDIA AND MASS SOCIETY (12 hours)**

- Indian society and positions of media
- Emergence and impact of new media technologies,
- Assessment of the role of media (TRF),
- Future development of media,
- Future character of mass society in India.
- Media studies- Cultural and political economy perspectives. Theories of popular culture- Concept of culture, popular studies, classical culture, American and western culture, British cultural studies, theories of multi culturalism; Pornography and culture: rock music and culture, Political economy theories – media as cultural industries, hegemony, cultural imperialism, globalization.

##### **SUGGESTED READINGS:**

- McQuail, Dennis, 'Media Performance', Sage Publications.

- Lowery, Shaearon A. and Melvin L.Defleur, Mile Stones in Mass Communication Research, Newyork, Longman, 1988.
- Gupta Om (2006) Encyclopeida of Journalism of Mass Communication, Isha Books, Delhi.
- Fiske, John and John Hartley. 1996. Reading Television. Rutledge. London.

## **UNIT-II**

### **APPROACHES TO STUDY OF RADIO AND TELEVISION (11 hours)**

- Content based study of television- semiotics, structuralism and television,
- Audience oriented study of TV- ratings research, uses and gratifications, effects research, Birmingham school, psychoanalysis and TV,
- Post modernism and TV, TV and consumerism,
- Genre Study and TV, Study of Television as cultural industry;
- Ideological analysis and TV, market analysis,
- Public broadcasting v/s private broadcasting,
- Radio and television in education - national and international experiences,
- Radio and television in development- national and international experiences,
- Community television and community radio,
- Case studies of national and international projects,
- Study of new media in education and development.

#### **SUGGESTED READINGS:**

- Benyahia, Sarah Casey, Freddic Gaffney and John White. 2006. As Film studies: the Essential Interdiction, Rutledge, London.
- Thoroval, Yves. 2000. the Cinemas of India. Macmillan, Delhi.
- Barnouw, Eric and S. Krishna Swamy, 1980. India Film, Columbia University Press, New York.
- Vasudev, Aruna, 1986. The New India Cinema, Macmillan, New Delhi.
- Chatterji, P.C.1987. Broadcasting In India. Sage, New Delhi.
- Rangoonwala, Firoz 1983. Indian Cinema: Past and Present. Clarion Books, New Delhi.
- Acharya, P.N.1987 Television in India, Manas Delhi.
- Andrew, J. Dudley, 1976. The Major Fuilms Theories: An Introduction, Oxford University Press, London.

## **UNIT-III**

### **APPROACHES TO FILM STUDIES (6 hours)**

- Film and Reality;

- Film content -Trends in cinema ;
- Film genre, Film language, theatre and literature, Major film directors, Film and society, Film industry- economics of film production, distribution, exhibition,
- Film as a cultural industry\ impact on other media,
- Social impact of cinema ,
- film audiences

#### SUGGESTED READINGS:

- Benyahia, Sarah Casey, Freddie Gaffney and John White. 2006. *As Film studies: the Essential Interdiction*, Rutledge, London.
- Thoroval, Yves. 2000. *the Cinemas of India*. Macmillan, Delhi.
- Barnouw, Eric and S. Krishna Swamy, 1980. *India Film*, Columbia University Press, New York.
- Vasudev, Aruna, 1986. *The New India Cinema*, Macmillan, New Delhi.
- Chatterji, P.C.1987. *Broadcasting In India*. Sage, New Delhi.
- Rangoonwala, Firoz 1983. *Indian Cinema: Past and Present*. Clarion Books, New Delhi.
- Acharya, P.N.1987 *Television in India*, Manas Delhi.
- Andrew, J. Dudley, 1976. *The Major Fuilms Theories: An Introduction*, Oxford University Press, London.
- Manaco, James 1977, *How to Read a Film* Oxford University Press, London.

#### UNIT-IV

#### PRESS SOCIOLOGY (10 hours)

- Journalism and Society.
- Journalism as social production and social construction of Reality,
- Various approaches to press sociology and their limitations,
- The realistic Economic approach, organizational and cultural approach,
- Journalism and socio-cultural change in India,
- Freedom of Expression, media and law.
- Press freedom and national interest, Covering war, communal riots and insurgency.
- Press and Human Rights.
- News Values in perspective: Problems of fact finding.
- Different views of same event.

#### SUGGESTED READINGS:

- Murthy, Ndig, Krsihna, *Indian Journalism*, from *Ashokato Nehru*, Mysore University, Prasaranga, 1966.
- Natarajan, J., *History of Indian Journalism*, new Delhi, Publications Division, Government of India, 1955.
- Parthasarthy, Rangaswami, *Journalism, in India; From the Earliest Times to the Present Day*, New Delhi, Sterling Publishers Private Limited, 1991.
- Jeffrey, Robin, *India's Newspaper Revolution*, Oxford University Press, New Delhi, 2000.

- William, Herbert Lee, newspaper Organization and Management, Delhi Surjeet Publications.
- McQuail, Dennis, 'Media Performance', Sage Publications.

## **Section B**

### **Unit I (5 hours)**

#### **INDIAN PRESS AND ISSUES**

- Critical studies in Indian Press, Imbalance growth. Low diffusion rate
- Observations made by commissions,
- Studies of media audience,
- Concentration of Ownership.
- Media performance under cross-media ownership,

#### **SUGGESTED READINGS:**

- Murthy, Ndig, Krsihna, *Indian Journalism*, from *Ashokato Nehru*, Mysore University, Prasaranga, 1966.
- Natarajan, J., *History of Indian Journalism*, new Delhi, Publications Division, Government of India, 1955.
- Parthasarthy, Rangaswami, *Journalism, in India; From the Earliest Times to the Present Day*, New Delhi, Sterling Publishers Private Limited, 1991.
- Jeffrey, Robin, *India's Newspaper Revolution*, Oxford University Press, New Delhi, 2000.
- William, Herbert Lee, newspaper Organization and Management, Delhi Surjeet Publications.

### **Unit II (6 hours)**

#### **DEVELOPMENT COMMUNICATION**

- Development and underdevelopment in global perspectives,
- Problems emanating from underdevelopment,
- Poverty and poverty alleviation,
- Causes of rural poverty.
- Development Journalism,
- Development support communication,

#### SUGGESTED READINGS:

- O.P. Bhatnagar : Education, Communication and Development
- SrinivasR.Melkote: Communication for Development in Third world Countries
- K.N.Singh&S.N.Singh : Effective Media for Rural Audience
- P.R.R. Sinha : Communication and Rural Development
- B.Balaswamy: Communication for Sustainable Development
- J.B.Ambedkar : Communication and Rural Development
- L.Vinod Kumar: Rural Development in India

#### Unit III (5 hours)

##### **PUBLIC RELATIONS AND ADVERTISING**

- Public Relations concepts and principles, various theories of Public Relations,
- Interface of Public Relation with various other management disciplines,
- Public Relation in Central Government,
- Public Relation in State Government.
- Public Relation in Cyberspace,

#### SUGGESTED READINGS:

- Cutlip&Center :Effective Public Relations.  
Ravindran : Handbook of Public Relations.
- Ahuja and Chhabbrara : Public Relations.
- Sam Black :Practical Public Relations,
- D S Mehta- Handbook of Public Relations in India
- Advertising in Contemporary Society: Perspectives towards Understanding – Kim B. Rotzoll, Steven R.Hall, James E. Haefner. University of Illinois Press. 1996
- 2. Modern Economics: Principles and Policy – Kelvin Lancaster - Rand McNally & Company - 1973
- 3. Social Communication in Advertising: Consumption in the Marketplace – William Leiss, Stephen Kline, SutJhally, Jacqueline Botterill. Routledge. 2005
- 4. Advances in Theory and Research - Edited by Jenning Bryant & Mary Beth Oliver. Routledge. 2002

#### Unit IV (5 hours)

##### **MEDIA RESEARCH**

- Areas of Research – Communication and Society – Process and Product Aspects
- Media problems and Issues
- Mass media and traditional media
- Research problems in information and Communication society;
- Telecommunication – Convergence of technologies

**Suggested Readings:**

- Mass media research by Dominick and Wimmer
- Research methods in social relations by Clarie Selitz
- Mass media and the national experience: essays in communication history by Farrpr and Stevens
- Trends in content analysis by Pool
- Media analysis techniques by Klaus Krippendorf