

**Structure of the Ph. D. Course Work syllabus for
Ph. D. in Mass Communication and Journalism,
Assam Women's University**

Paper Code	Course Code	Course Title	Course Credits
Course I (Core)	PHDRM1501	Research Methodology	5
Course II (Core)	PHDRPE1202	Publication Ethics	2
Course III	PHDMCJ1503 PHDMCJ1504	Mass Media in Assam (Optional) Communication for Development (Optional)	5
Course IV (Core)	PHDMCJ1405	Designing Synoptic Outline (under the guidance of the prospective supervisor concerned)	4

Course Title: Research Methodology

Course Code: PHDRM1501

Nature of the Course: Core

Credits: (4+1+0=5)

Credit Hours: 80

Course Objectives:

The course aims at the following:

- CC1. To acquaint the researchers with the concepts of research, types of research and methods.
- CC2. To introduce the researchers to the means of formulation of research hypothesis.
- CC3. To familiarise with the processes of data collection.
- CC4. To explore the different types of sampling, citation and referencing styles.

Contents:

UNIT I: Concept of Research and Research Methods

(Credit Hrs:20)

Meaning and Importance of Research, Types of Research – in Languages and Literature, Social Science, Humanities and Management, Research in Studies related to Women: Feminist Research Methodology, Selection and Formulation of Research Problem, Research Design, Research Methods - (i) Traditional Methods (ii) Modern Methods.

UNIT II: Research Formulation and Hypothesis

(Credit Hrs:20)

Defining and formulating the Research Problem, steps in Research Design, Necessity Importance of Literature Review, Hypothesis Testing, Qualities of a Good Hypothesis, Types of Hypothesis, Research Design- Basic Principles, Need of Research Design, features of a Good Design, Important Concepts relating to Research Design, Types of Research design.

UNIT III: Data Collection and Data Analysis

(Credit Hrs:20)

Types of Data, Methods of Data Collection, Tabulation of Data, Data Analysis, Data Representation, Interpretation of Results, Testing of Hypothesis – Logical and Statistical Techniques.

UNIT IV: Sampling, Referencing and Citation:

(Credit Hrs:20)

Introduction to Sampling, Sampling Error, Sample Size, Characteristics of a Good Sample, Types of samples, Determining Size of the Sample, Practical Considerations in determining Sample Size, Types of referencing and citations: MLA/APA, Chicago, Turabian formats.

References:

- Kothari C.R. Research Methodology. New Age International (P) Limited, Publishers, New Delhi, 2004
MC Quail. D. Audiences Analysis. Sage Publication, 1997
Wimmer, R, Mass Communication Research. Cenge Learning India Pvt. Ltd., 2015
Sanders, C . *An Introduction to Research in English Literary History*. The Macmillan Co.
JB Paranjape, *The Scholar-Apprentice: An Introduction to literature Studies and Research* Nagpur:1991.
Research Methodology Methods & Techniques, C.R. Kothari – New Age international Publishers, Reprint 2008.
Nunan, D. Research Methodology in Language Learning. Cambridge: Cambridge University
Ahuja, R. Research Methods. Rawat Publication, 2001

Course Outcomes:

By the end of the course, the researcher will be able to:

- CO1. Understand the concept of research, types and methods of research.
- CO2. Explore the ways of formulation of hypothesis.
- CO3. Understand the means of data collection
- CO4. Get acquainted with different sampling methods and referencing techniques.

Course Title: Research and Publication Ethics

Course Code: PHDRPE1202

Nature of the Course: Core

Credits: (1+1+0=2)

Credit Hours: 32

Course Objectives:

The course aims at the following:

- CC1. To acquaint the researchers with the concepts of philosophy and ethics in research.
- CC2. To introduce the researchers to publication ethics and its standards.
- CC3. To familiarise with open access publishing.
- CC4. To explore the different databases available and research metrics.

Contents:

Unit I: Philosophy and Ethics: Definition, nature and branches of philosophy, definition of ethics, moral judgements, nature and reactions of moral judgement; Scientific conduct: correlation between science and ethics, intellectual honesty, research integrity, scientific misconducts, redundant publications, overlapping, data misrepresentation.

(9 hours)

Unit II: Publication Ethics: definition, best practices / standards setting initiatives and guidelines: COPE, WAME, etc., conflicts of interest, publication misconduct and its identification, violation of publication ethics; Predatory publishers and journals.

(9 hours)

Unit III: Open Access Publishing: Open access publications and initiatives, SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies, Software tool to identify predatory publications developed by SPPU, Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal; Software Tools: Use of plagiarism software like Turnitin, Urkund etc.

(8 Hours)

Unit IV: Databases and Research Metrics: Databases, Indexing databases, Citation databases: Web of Science, Scopus, etc.; Research Metrics: Impact Factor of journal as per Journal Citation Report, SNIP, SIR, IPP, Cite Score, Metrics: h-index, g index, i10 index, altmetrics.

(10 hours)

References:

Bird, A. (2006). *Philosophy of Science*, Routledge.

McIntyre, Alasdair. (1967). *A Short History of Ethics*. Lodon.

Chaddah, P. (2018). *Ethics in Competitive Research: Do not get scooped; do not get plagiarized*.

Course Outcomes:

By the end of the course, the researcher will be able to:

CO1. understand the importance of being ethical in carrying out research and publication activities

CO2. differentiate the quality publication practices and how to be cognisant about dubious publishing practices/publishers.

CO3. Create an increased awareness about 'open access' and contribution of research output to open access publishing platforms

CO4. Get acquainted with the software/databases which are necessary for carrying out research work.

Course Title: Mass Media in Assam

Course Code: PHDMCJ1503

Nature of the Course: Optional

Credit Hours: 80

Credit: 5

Credit Distribution: 4+1+0=5 (L+T+P)

Introduction:

Media of Assam has a history of more than 170 years. This course is designed study the history and the role of mass media in Assam throughout the centuries. It tries to trace the different trends in the media in Assam.

Course Objectives:

This course is designed to

CO 1: Introduce the learners with the media in Assam

CO 2: Give an Idea about the history and course of evolution of Media in Assam

CO 3: Introduce with the recent trends in Mass Media in Assam

Contents:

UNIT I - Origin and growth of media in Assam, Trends in disseminating information in ancient and medieval Assam, Baptist Missionaries and their contribution, Newspaper as a means of spreading religion and science. (Credit hrs. 20)

UNIT II – Media shaping the Assamese Language and Literature (Credit hrs. 20)

UNIT III – Role of Newspapers of Assam in Indian Freedom Movement, Professionalism in the field of Media and Journalism in Assam (Credit hrs. 20)

UNIT IV – Present Day scenario of Media in Assam (Credit hrs. 20)

References:

- Borpujari, H.K. ed. The Comprehensive History of Assam, Vol I-V, Publication Board Assam, Guwahati-21, 2007
- Neog, Maheswar, ed. The Orunodoi 1846-1854, Publication Board Assam, Guwahati-21, 2008
- Rajkumar, Sarbananda, Itihase Soaura Chashata Bachar, Banalata, Dibrugarh -1, 2000
- Sarma, Gobinda Prasad, ed. 150 years of Journalism in Assam, Media Trust, Assam, Guwahati-32, 2007

- Alam, Zakirul, ed. Journalism and Media Industry of North East India, EBH Publishers (India), Guwahati-1, 2014

Learning Outcomes:

After completion of this course, the students will be able to

CO 1 : Know about the history and growth of mass media in Assam

CO 2 : Know about different trends in mass media in Assam.

CO 3 : Learn current status of media and journalism in Assam

Course Title: Communication for Development

Course Code: PHDMCJ1504

Nature of the Course: Optional

Credit Hours: 80

Credit: 5

Credit Distribution: 4+1+0=5 (L+T+P)

Course Objectives:

The objectives of this paper are

CO 1: to introduce Communication for Development to the prospective research scholar of doctoral program in Mass Communication & Journalism.

CO 2: To facilitate a critical and multidisciplinary thinking about social, cultural, economic, as well as a holistic approach to development with a global, national, regional and local perspective and establish a positive utilitarian connect with mass, traditional and new media.

CO 3: To evaluate and Appropriate skills in C4D campaigns in core areas of development and thus ensuring sustainable development.

Contents:

UNIT I: 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. Origin and history of C4D, Characteristics, Role and functions. (Credit hrs. 20)

UNIT II: Organizations in development: United Nations, Amnesty International, Greenpeace, Reporters Without Borders, the concept of Third World versus the developed nations, GDP, Human Development Index. Development Theories, strategies, development communication policy, action plan, democratic decentralization, Panchayati Raj system, Agricultural Communication and rural development, agricultural extension education programmes.

(Credit hrs. 20)

UNIT III: Development and Grassroot engagement: Understanding developing societies in order to comprehend development. Development and underdevelopment in global perspectives, Problems emanating from underdevelopment, Poverty and poverty alleviation, Causes of rural poverty. Problems of environment in global perspective, International conference on environment, Role of media in solving environmental problems, Environmental education at the grass root, Subjugation of women and women's rights, challenges for Communicators, Political awakening among rural women, Contraception, child health and nutrition, Literacy among women, Human rights, Health, education etc.

(Credit hrs. 20)

UNIT IV: Communication for Urban and Rural Development: Issues in development and development support communication: Population, Health, Agriculture, Education, Industrial, Economic, Science and technology, Environment. Communication through visual artistic forms, dance, music and rituals, songs, stories, paintings, dance, music, tapestries, folklore and rituals. Development Journalism, Challenges of communication in Third World countries, Imbalance in global communication and Third World approach, Cultural imperialism and the Third World media, Studies in role of Radio, TV in rural society, Community newspaper and their role, Folk Media. 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.

(Credit hrs. 20)

References

- O.P. Bhatnagar : Education, Communication and Development
- Srinivas R.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
- Shyam Parmar : Traditional Folk Media in India
- R.K.Samanta : Development Communication for Agriculture.
- Alan Hancock: Technology transfer and Communication
- Journals: Kurukshetra, Village, Journal of Rural Development, Social Action

Course Outcomes:

CO 1: Students would be able to understand the concept of Development in holistic manner, and understand its importance vis- a- vis social change(s).

CO 2: Students would gain conceptual knowledge about development communication, and various models of development communication.

CO 3: Students would be able to realize the use of various media of mass communication for development.

CO 4: Students would be able to understand, assess and analyze the role of mass media in Health & Family Welfare, Science & Technology, Agriculture, Environment, Rural Empowerment, and strengthening of Panchayati Raj institutions.

CO 5: Students will develop an understanding on the areas of research on development communication