

SIKKIM UNIVERSITY

(A Central University Established by an Act of Parliament of India, 2007)

**LEARNING OUTCOME - BASED
CURRICULUM**

PH.D. (MASS COMMUNICATION)

(Course Work)

(With effect from Academic Session 2023-24)



DEPARTMENT OF MASS COMMUNICATION

SIKKIM UNIVERISTY

6TH MILE, TADONG - 737102

GANGTOK, SIKKIM, INDIA

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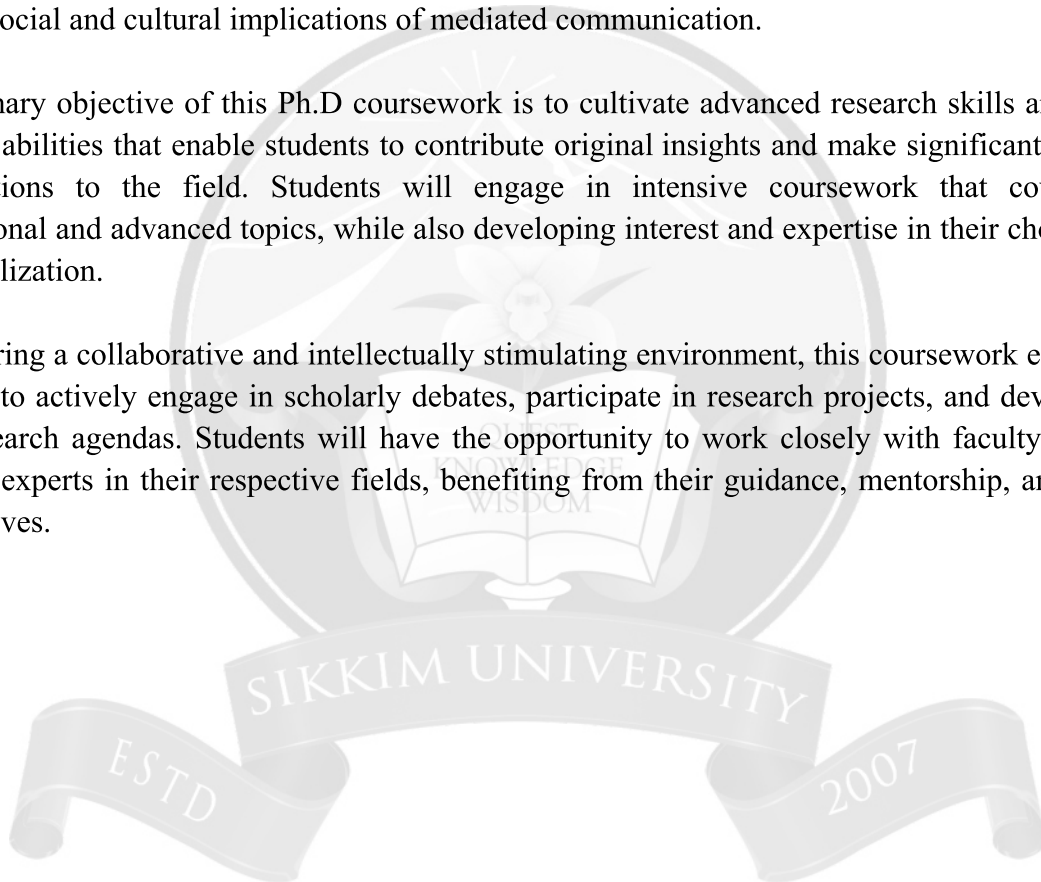
PREAMBLE

In the field of Mass Communication, where the rapid evolution of media and technology is shaping our global society, the pursuit of knowledge and understanding is essential to navigate the ever-changing landscape. The Ph.D. coursework in Mass Communication offers an opportunity to delve deep into advanced theories, methodologies, and current trends in scholarly investigations that underpin this dynamic discipline.

This coursework is designed to provide Doctoral students with a comprehensive foundation in mass communication research, critical analysis, and scholarly inquiry. Through a rigorous and interdisciplinary curriculum, students will explore the multifaceted aspects of Mass Communication, including media theory, journalism, public relations, advertising, digital media, and the social and cultural implications of mediated communication.

The primary objective of this Ph.D. coursework is to cultivate advanced research skills and critical thinking abilities that enable students to contribute original insights and make significant scholarly contributions to the field. Students will engage in intensive coursework that covers both foundational and advanced topics, while also developing interest and expertise in their chosen areas of specialization.

By fostering a collaborative and intellectually stimulating environment, this coursework encourages students to actively engage in scholarly debates, participate in research projects, and develop their own research agendas. Students will have the opportunity to work closely with faculty members who are experts in their respective fields, benefiting from their guidance, mentorship, and diverse perspectives.



PROGRAMME LEARNING OUTCOMES

The Programme Learning Outcomes (PLOs) for Ph.D. coursework in Mass Communication are as follows:

PLO 1: Conceive, formulate, and execute research that contribute to the generation of new knowledge in the field of Mass Communication.

PLO 2: Possess the skills to develop research questions, design appropriate methodologies, gather and analyze data, and draw meaningful conclusions from their research findings.

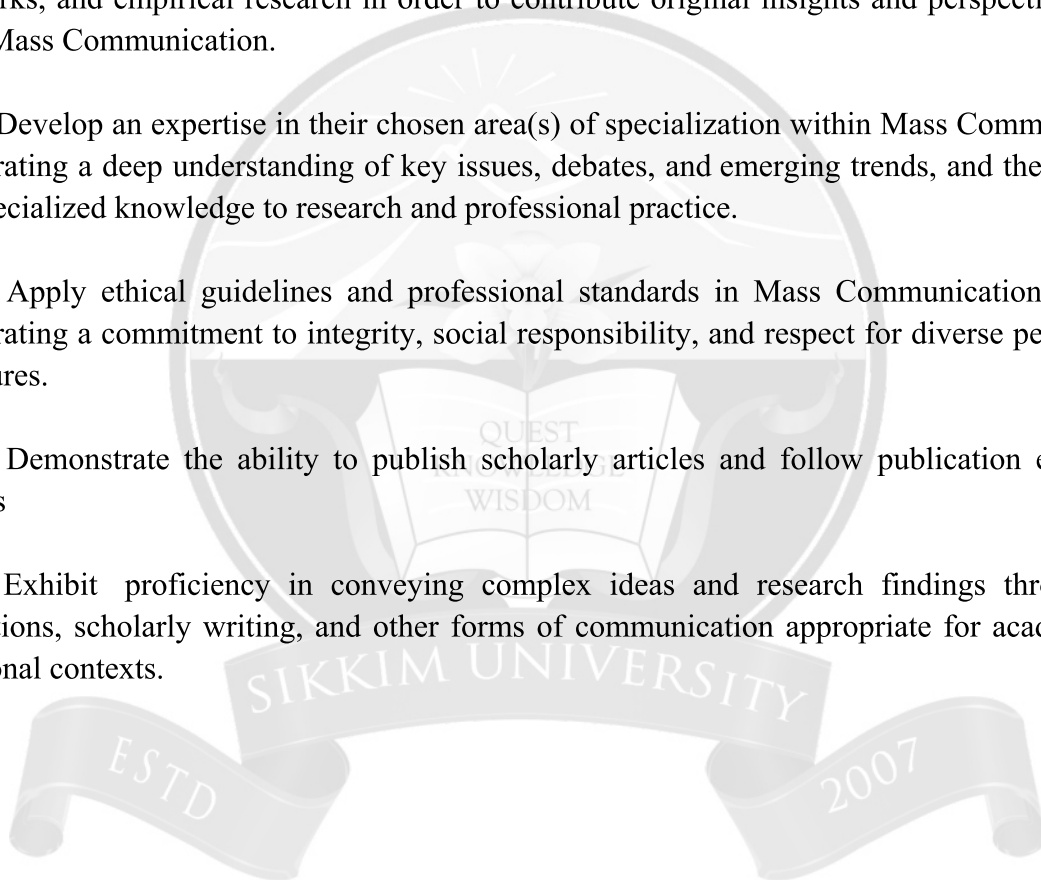
PLO 3: Develop the ability to critically analyze and evaluate media phenomena, theoretical frameworks, and empirical research in order to contribute original insights and perspectives to the field of Mass Communication.

PLO 4: Develop an expertise in their chosen area(s) of specialization within Mass Communication, demonstrating a deep understanding of key issues, debates, and emerging trends, and the ability to apply specialized knowledge to research and professional practice.

PLO 5: Apply ethical guidelines and professional standards in Mass Communication research, demonstrating a commitment to integrity, social responsibility, and respect for diverse perspectives and cultures.

PLO 6: Demonstrate the ability to publish scholarly articles and follow publication ethics and standards

PLO 7: Exhibit proficiency in conveying complex ideas and research findings through oral presentations, scholarly writing, and other forms of communication appropriate for academic and professional contexts.



**COURSE STRUCTURE OF Ph.D. PROGRAMME IN
MASS COMMUNICATION**

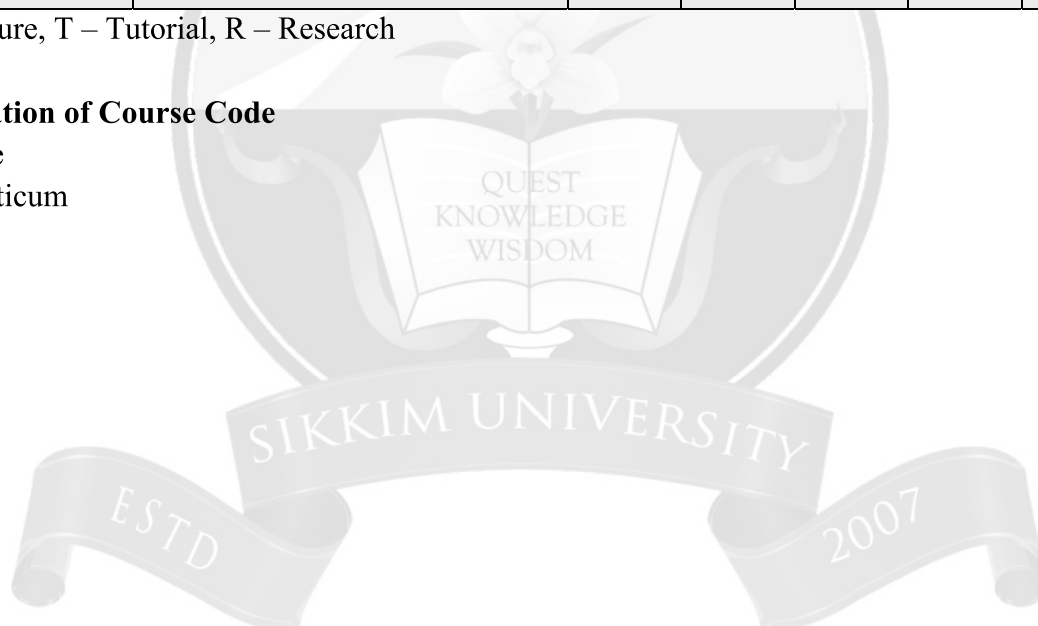
SEMESTER-I						
Course Code	Title of the Course	Credit	Total Marks	Internal Marks	End Sem Marks	Contact hrs/week
MAS-C-701	Communication Research & Applications	4	100	50	50	3L+1T
MAS-C-702	Recent Advances in Media & Communication Studies	4	100	50	50	3L+1T
MAS-P-703	Review of Literature & Proposal Writing	4	100	100	-	4R
MAS-C-704	Research & Publication Ethics (RPE)	2	50	25	25	1L+1T
TOTAL AGGREGATE		14	350	225	125	

L – Lecture, T – Tutorial, R – Research

Explanation of Course Code

C – Core

P – Practicum



MAS-C-701
COMMUNICATION RESEARCH & APPLICATIONS

Semester: First Semester

Course Level: 700

Total Marks:100

L+ T+ P: 3+1+0 = 4 Credits

Lecture: 45Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs

Course Description:

The course aims to equip students with a strong foundation in communication and media research. Through theoretical discussions, practical applications, and critical analysis of media texts, students develop essential skills in conducting research, interpreting findings, and understanding the complex dynamics in media and communication research. The course covers a wide range of topics, including theoretical approaches, research methodologies, core areas of research in media and communication, theoretical and analytical discourses, and media research applications and data processing.

Course Learning Outcomes:

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

- CLO 1: Analyze the approaches and paradigm to communication and media research
- CLO 2: Acquire knowledge about research methodologies and practices in the core & applied areas of research in media and communication
- CLO 3: Explain theoretical and analytical discourses in mass communication studies
- CLO 4: Assess the theories and methodologies used in researching media effects.
- CLO 5: Assess the application of statistics and gain skills in using statistical packages

Unit I: Introduction to Communication and Media Research

- 1.1 Methods of Acquiring Knowledge- Perception, Inductive and Deductive Logic; Positivism and Post-Positivism.
- 1.2 Research-Meaning and Concept, Types of Research-Basic-Analytical-Applied-Descriptive-Exploratory-Historical; Quantitative and Qualitative Research - Elements of Research-Reliability, Validity, Variables, Hypotheses, Scaling, Sampling.
- 1.3 Evolution of Communication Research: Global Perspective; Communication Research in India
- 1.4 Research Design Types- Structure-Components; Longitudinal Research, Panel Study, Trend Study, Ethnography, Survey Research: Questionnaire Construction.

Unit II: Core & Applied Areas of Research in Media and Communication

- 2.1 Research in Print Media- Content, Readership and Coverage, Circulation; Media Framing and Priming.
- 2.2 Audience Research-Radio-Television-New Media; Context of Content Consumption and Production.
- 2.3 Research on Television Ratings, Advertising Research, Public Relations Research.
- 2.4 New Media Research; Research in Folk and Alternative Media Practices

Unit III: Theoretical and Analytical Discourses

- 3.1 Semiotic Interpretation, Bricolage Research.

- 3.2 Discourse Analysis-Critical Discourse-Feminist Discourse, Ideological Discourse.
 3.3 Textual Analysis and Inter-Textual Analysis, Inter-Textuality, Heteroglossia, Deconstruction, and meta research.
 3.4 Conversational Analysis.

Unit IV: Media Research Applications & Data Processing

- 4.1 Early Experiment on Media Effects, Researching Media Effects.
 4.2 Audience Uses of Media, Studying Media Use Among Social Groups, Media Socialization and Group Identity. Social Informatics.
 4.3 Effects Research: News and Politics, Researching the Nature of News, Media Agenda Setting, Media and Violence, New Media and their Impact: Socio-Political Impact of the Internet.
 4.4 Statistical Applications- Descriptive and Inferential Statistics-Univariate, Bi-Variate and Multivariate Analysis-Parametric and Non-Parametric Tests. Data analysis and processing software for qualitative and quantitative studies.

Suggested Teaching Learning Strategies

- Lecture-cum discussion
- Self-study
- Collaborative Learning
- Workshop, Conferences, Seminars & Presentations
- Guest Lectures and Expert Talks
- Guided readings and discussions on media research
- Organizing debates and group discussions

Assessment Framework

Assessment	Written Modes	Oral Modes	Integrated Modes
Formative Marks: 50 (25+25 marks)	Class Test, Open Book Test, Self-Test, Online Test, Writing Articles and Reviews, Assignment, Reports, Journal Writing	Group discussion, Oral Test, Viva- Voce, Seminar	Presentation, Seminar, Field Assignment
Summative Marks: 50	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

Suggested Readings:

- Adams, J. B. (1958). Introduction to Mass Communication research. In R.O. Nafziger & D.M. White(Eds.), *Social forces*, (pp. 277-278). Louisiana State University Press.
- Fairclough, N. (2001). *Language and power*. Longman.
- Have, P. T. (2007). *Doing conversation analysis*. Sage.
- Jensen, K. B. (Ed.). (2002). *A Handbook of media and communication research: Qualitative and quantitative methodologies*. Routledge.
- Krippendorff, K. (2004). *Content analysis: An introduction to its methodology*. Sage.
- Levin, J., & Fox, J. A. (2007). *Elementary statistics in social research: The essentials*. Pearson Allyn & Bacon.
- McQuarrie, E. F. (2006). *The market research toolbox: A concise guide for beginners*. Sage.
- Moran, D. (2000). *Introduction to phenomenology*. Taylor & Francis.

- Wimmer, R. D., & Dominick, J. R. (2011). *Mass media research: An introduction*. Wadsworth Pub.
- Wodak, R., & Meyer, M. (Eds.). (2009). *Methods of critical discourse analysis*. Sage.

MAS-C-702

RECENT ADVANCES IN MEDIA & COMMUNICATION STUDIES

Semester: First Semester

Course Level: 700

Total Marks:100

L+ T+ P: 3+1+0 = 4 Credits

Lecture: 45Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs

Course Description:

This course provides an interdisciplinary exploration of the dynamic and evolving field of new media studies, media anthropology, news studies, and cultural flows in the context of globalization. The course covers a wide range of topical issues and approaches, aiming to deepen students' understanding of the complex interactions between media, culture, society, and globalization. Throughout the course, students develop critical thinking skills, engage in theoretical discussions, and analyze various media texts, rituals, news content, and cultural representations. The course aims to broaden students' perspectives, enhance their cultural and media literacy, and enable them to critically evaluate the role of media in shaping contemporary societies.

Course Learning Outcomes:

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

CLO 1: Develop a comprehensive understanding of key theories, concepts, methodologies and recent advances in media and communication

CLO 2: Analyze and critically evaluate the role and impact of new media, including social media platforms, on self-identity, public discourse, activism, cultural practices, and societal structures.

CLO 3: Apply theoretical frameworks and research methodologies to analyze and interpret media texts, rituals, myths, news content, and cultural representations, gaining insights into their sociocultural, political, and economic contexts.

CLO 4: Develop advanced critical thinking and analytical skills to examine the complex relationships between media, society, culture, and globalization, and to assess the implications of these dynamics for individuals, communities, and societies at large.

Unit I: New Media Studies

1.1 Theoretical Approaches in New Media Studies

1.2 New Media and Cultural Practices: Participatory Culture, Culture of Convergence, Emerging Narratives of Self and Identity; Representation of Self on Web and Social Media; Cyborgs, The Mediated Body

1.3 New Media and the Public Sphere, Technological Mediation, Embedded Networks, New Media Activism, Virtual Nationalism,

1.4 Political Economy of New Media, YouTube and Post Television, Everyday Life in Cyberspace, New Narratives in Post Humanism and Post Feminism

Unit II: Media Anthropology

- 2.1 Key Concepts in Media Anthropology: Ritual, Myth and Religion; Methods in Media Anthropology, Visual Anthropology
- 2.2 Ritual Approach in Media Studies: Studies of Media Events, Media-Myths, Mythification
- 2.3 Media and Religion: Strands in Media and Religion Studies; Television and Religion, Religion in Reality Shows; Online Platforms and Religion
- 2.4 Studying Myth in Media: Myth in News Making, Study of News as Cultural Narrative

Unit III: News Studies

- 3.1 News and Society: Approaches – Journalistic, Cultural, Political Economy, Ideology
- 3.2 News and Organisation: Journalistic labour, News Production, Hierarchy and Practices, Ownership and Control
- 3.3 News and Democracy: Public Sphere, Pluralism and Diversity, Civic mode of Democracy, Cultural citizenship
- 3.4 Current challenges and trends in news and journalism – News and Information, News and Entertainment, News and Trust, News value, Journalism in the Digital Age

Unit IV: Cultural flows and Globalization

- 4.1 Cultural Flows and Communication: Mass Culture, Popular Culture, Culture in space, Energy and Flows
- 4.2 Media and Representation-Caste, Class, Gender and Religion
- 4.3 Understanding Globalization. The ‘Dominant’ Economic and Political Paradigm, Alternative Ways of Conceptualizing Globalization, global digital culture and South Asia.
- 4.4. Media and Globalization–Theoretical Approaches; Globalization and Culture–Cultural

Suggested Teaching Learning Strategies

- Lecture-cum discussion
- Self-study
- Collaborative Learning
- Workshop, Conferences, Seminars & Presentations
- Guest Lectures and Expert Talks
- Guided readings and discussions on media research
- Organizing debates and group discussions

Assessment Framework

Assessment	Written Modes	Oral Modes	Integrated Modes
Formative Marks: 50 (25+25 marks)	Class Test, Open Book Test, Self-Test, Online Test, Writing Articles and Reviews, Assignment, Reports, Journal Writing	Group discussion, Oral Test, Viva- Voce, Seminar	Presentation, Seminar, Field Assignment
Summative Marks: 50	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

Suggested Readings:

- Appadurai, A. (1990). Disjuncture and Difference in the Global Cultural Economy. *Theory, Culture, Society*, 7(2-3), 295-310. <https://doi.org/10.1177/026327690007002017>
- Castells, M. (2009). *The rise of the network society*. Willey-Blackwell.
- Coman, M. & Rothenbuhler, E. (Eds.) (2005). *Media anthropology*. Sage.
- Das, M.K. (2022). *Televising religion in India: An anthropological reading*. Routledge.
- Das, M.K., & Roy, B. (2023). Invoking myths in conflict reporting: Evidences from Gorkhaland agitation in India. *Critical Arts*. DOI: [10.1080/02560046.2023.2230252](https://doi.org/10.1080/02560046.2023.2230252)
- Dayan, D., & Katz, E. (1992). *Media events: The Live broadcasting of history*. Harvard University Press.
- Erjavec, K. & Zajc, J. (2011). A historical overview of approaches to journalism studies. *Medij. istraž.*, 17 (1-2), pp. 9-29. <https://hrcak.srce.hr/file/119671>
- Fuchs, C. (2008). *Internet and the society*. Routledge
- Fuchs, C. (2014). *Social media: A critical introduction*. Sage.
- Fuchs, C. & Mosco, V. (eds) (2016). *Marx and the political economy of media*. Brill
- Hall, S. (1997). *Representation: Cultural representations and signifying practices*. Sage
- Punathambekar, A., & Mohan, S. (2019). *Global digital cultures: perspectives from South Asia*. University of Michigan Press.
- Reijnders, S. (2007). Media rituals and festive culture: Imagining the nation in Dutch television entertainment. *International Journal of Cultural Studies*, 10(2), 225–242. <https://doi.org/10.1177/1367877907076791>
- Thussu, D. K. (2006). *Media on the move: Global flow and contra-flow*. Routledge.



MAS-P-703
REVIEW OF LITERATURE & PROPOSAL WRITING

Semester: First Semester

Course Level: 700

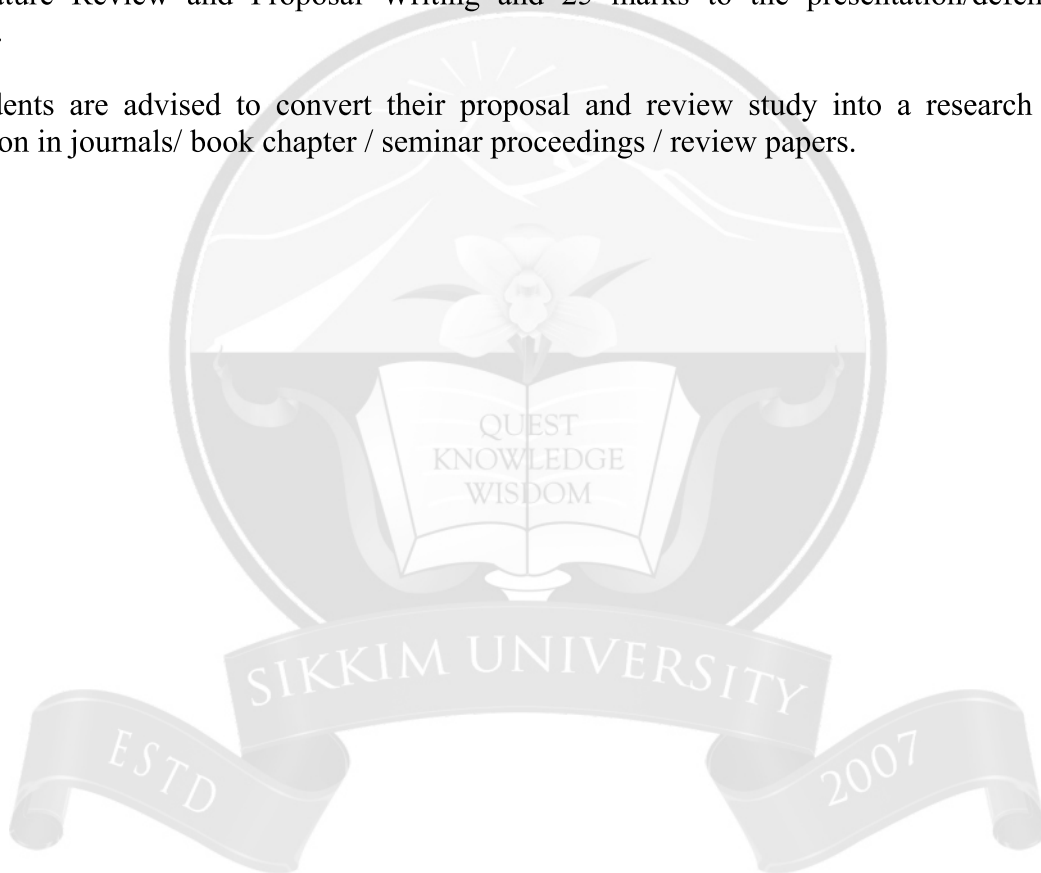
Total Marks:100

L+ T+ P: 0+0+4 = 4 Credits

Lecture: 0Hrs + Tutorial: 0 Hrs + Practical: 120 Hrs

This will be a no-lecture paper. For this paper, the students are required to write a full research proposal based on a thorough review of literature on a topic of their choice, and present the same in the department. The evaluation of this paper will be based upon the quality of the submitted synopsis as well as the proficiency of the presentation /delivery. A total of 75 marks will be allotted to Literature Review and Proposal Writing and 25 marks to the presentation/defense of the synopsis.

The students are advised to convert their proposal and review study into a research paper for publication in journals/ book chapter / seminar proceedings / review papers.



MAS-C-704
RESEARCH & PUBLICATION ETHICS (RPE)

Semester: First Semester

Course Level: 700

Total Marks:50

L+ T+ P: 1+1+0 = 2 Credits

Lecture: 15 Hrs + Tutorial: 15 Hrs + Practical: 0 Hrs

Course Description:

The course provides students with a comprehensive understanding of the foundational principles of philosophy and ethics. They will be equipped with knowledge and skills to navigate ethical challenges in scientific research, identify and address publication misconduct, and adhere to best practices in research integrity and responsible conduct. The course aims to foster ethical awareness and promote a culture of scientific integrity among students pursuing careers in academia, research, and related fields.

Course Learning Outcomes:

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

CLO 1: Explain the foundational principles of philosophy and ethics, which will help to develop an awareness on ethical considerations and practices in scientific research

CLO 2: Apply knowledge on publication ethics and the responsible conduct of research.

CLO 3: Select and apply tools and resources to identify and prevent ethical violations

CLO 4: Assess the best practices in publication ethics, open access publishing, copyright policies, and research metrics.

Unit I: Philosophy, Ethics and Scientific Conduct

1.1 Introduction to Philosophy: Definition, nature and Scope, Concept, Branches

1.2 Ethics: definition, moral philosophy, nature of moral judgements and reaction

1.3 Ethics with respect to science and research, Intellectual honesty and research integrity, Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)

1.4 Redundant publications: duplicate and overlapping publications, salami slicing, Selective reporting and misrepresentation of data.

Unit II: Publication Ethics

2.1 Publication ethics: definition, introduction and importance, Violation of publication ethics, authorship and contributorship

2.2 Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types, Identification of publication misconduct, complaints and appeals, conflicts of interest, Standards setting initiatives and guidelines: COPE, WAME

2.3 Predatory publishers and journals, Software tool to identify predatory publications developed by SPPU, Plagiarism Software, Journal finder and suggestion tools

2.4 Open Access Publishing, Databases and Research Metrics, online resource to check publisher copyright & Self – archiving policies

Suggested Teaching Learning Strategies

- Lecture-cum discussion
- Collaborative Learning

- Case Studies
- Workshop, Conferences, Seminars & Presentations
- Guest Lectures and Expert Talks
- Guided readings and discussions on media research
- Organizing debates and group discussions

Assessment Framework

Assessment	Written Modes	Oral Modes	Integrated Modes
Formative Marks: 25 (10+15 marks)	Class Test, Open Book Test, Self-Test, Online Test, Writing Articles and Reviews, Assignment, Reports, Journal Writing	Group discussion, Oral Test, Viva- Voce, Seminar	Presentation, Seminar, Field Assignment
Summative Marks: 25	Semester-end examinations conducted by the university will be considered the mode of summative assessment.		

Note: Teachers can choose any mode of formative assessment as per nature of the CLO.

Suggested Readings:

- Beall, J. (2012) Predatory publishers are corrupting open access. *Nature*, 489,179. DOI: <https://doi.org/10.1038/489179a>
- Bird, A.(2006). *Philosophy of science*. Taylor and Francis.
- Dutta, D. (2021). *Good practices and ethics in research and publication*. Ane Books.
- Frost, C.J., Green, L.H., Benson, L.S., & Carlson, M. (2023). *Global research ethics: Case studies from international research contexts*. Routledge.
- MacIntyre, A. (1967). *A short history of ethics*. Macmillan.
- Muralidhar, K., Ghosh, A. & Singhvi, A. K. (2019). *Ethics in science education, research and governance*. Indian National Science Academy.
- Resnik, D.B. (2011). What is ethics in research & why is it important? *National Institute of Environmental Health Science*. Retrieved from: <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
- Semalty, A. (2021). *Academic writing*. B.S. Publication.