

مولاانا آزاد نیشنل اردو یونیورسٹی
مौलانا आज़ाद नेशनल उर्दू यूनिवर्सिटी

MAULANA AZAD NATIONAL URDU UNIVERSITY
(A Central University established by an Act of Parliament in 1998)

(Accredited "A" Grade by NAAC)



DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

Revised Syllabus for Ph.D (Mass Communication & Journalism)

Paper- I: Research Methods (Compulsory)

100 Marks

Unit –I Concept and Foundations of Communication Research

The nature of scientific inquiry, Cross disciplinary issues in communication research, Objectivity in research, Major traditions in communication research Positivism and administrative research tradition, The Frankfurt school, Critical tradition in communication research, Qualitative and quantitative research.

Unit II Appraisal of Quantitative Research Methods in Communication

Experimental research, Survey research, Content analysis, Cross sectional and longitudinal research, Field approach and applied research in broadcasting, advertising, PR and new media.

Unit III Appraisal of Contemporary Qualitative Research Methods in Communication

Ethnographic studies, Case study, Historical research, Policy research, Rapid rural appraisal, Participatory research, Research approaches in linguistic analysis of communication- semiotics, syntactics, argument/ discourse analysis, Interpretative and functional research.

Unit IV Statistics

Descriptive statistics – normal distribution, measures of central tendency, mean, median, mode, sampling issues, sampling error, Variance, hypothesis testing, significance level, T-test , Z-test and Chi Square Test, Covariance AD CSorrelation, Regression analysis, SPSS – Windows proficiency, Issues in statistical interpretation/ analysis.

Unit V Contemporary Issues in Communication Research in Third World Countries

Ethical issues (constraints) in field research, sampling, statistical interpretation, Political issues(constraints) in field research, sampling, statistical interpretation, Personal Issues (Constraints) in field research, sampling, statistical interpretation, Selection of media/ Media planning, Writing the final report, Writing research proposal.

Suggested Readings:

Frey, Lawrence R.(2000). *Investing Communication*, Boston, Allyn and Bacon
Wimmer, Rogern D919830. *Mass Media Research: an Introduction*, Belmont, Wadsworth Publishers.

Berger, Arthur Asha (2005). *Media Analysis Techniques*, Thousand Oaks, Sage Publications.

Tro Chim, William M.K.(1985). *Research Design for Programme Evaluation London*, Sage Publications.

Signorielli, Noncy (1990). *Cultivation Analysis: New Directions in Media Effect Research*, London Sage Publication

Banks, Marcus (2001). *Visual methods in Social Research*, London Sage Publications.

Ahuja Ram (2006) *Research Methods*, Rawat Publications, Jaipur

Syed M.H. (2006) *Research in Mass Media*, Anmol Publications, New Delhi

Unit I Media and Mass Society

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.

Unit II: Approaches to Study of Radio and Television

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, Studies of television from policy perspective: regulation of industry, technology, content, advertising, intellectual property rights. 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.

Unit III Approaches to Film Studies

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

Unit IV: Press Sociology

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. Different views from the same source. Changing concept of news values. News value of the Third Worlds. The rational nature of news, Prejudging labeling, Package Journalism, Tunnel vision, coping with pressure for good stories

Unit-V 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, Impact of television on newspaper Journalism, Changing News Paper Scene, Future of News Papers. Ethical theories and concept, Press ethics and core code of conduct problems of implementation, Ethics and politics of media conflicting views on fairness-case studies, Right to privacy and Right to know, Honesty in Investigative Journalism, some ethical questions, Ethical issue in war reporting. Problems of infrastructure and trained human resources, poverty, The challenges of Third World Journalists, Govt. and the Press in the third world, Problems of Press freedom.

Suggested Readings:

- Murthy, Ndig, Krsihna, *Indian Journalism, from Ashoka to 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.
- 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.
- 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.
- Manaco, James 1977, *How to Read a Film* Oxford University Press, London.

Unit-I

Aspects of Underdevelopment

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

Unit-II

Media and Focus on Underdevelopment

Development Journalism, Development support communication, 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.

Unit-III

Role of UN and other Bodies in Tackling Underdevelopment

Economic concept of development, Role of global agencies in solving economic problems of the developing world-UNDP, UNCTAD, IMF, World Bank.

Unit-IV

Communication and Development Issues

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.

Unit-V

Rural Management and Extension Communication for Rural Change

Problems and prospects for integrated rural development, Problems of political intervention, Participatory rural appraisal and alienation, Studies in rural management system in South India, Studies in Extension, Studies in Panchayat Raj and determination of Communication gaps, Interpersonal role of Communication, role of NGO's and opinion leaders.

Suggested Reading:

1. O.P. Bhatnagar : Education, Communication and Development
2. Srinivas R.Melkote: Communication for Development in Third world Countries
3. K.N.Singh & S.N.Singh : Effective Media for Rural Audience
4. P.R.R. Sinha : Communication and Rural Development
5. B.Balaswamy: Communication for Sustainable Development
6. J.B.Ambedkar : Communication and Rural Development
7. L.Vinod Kumar: Rural Development in India
8. Shyam Parmar : Traditional Folk Media in India
9. R.K.Samanta : Development Communication for Agriculture.
10. Alan Hancock: Technology transfer and Communication
11. Journals: Kurukshetra, Village, Journal of Rural Development, Social Action

Paper -IV: Public Relations (Optional)

Marks 100

Unit-I

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.

Unit-II

Public Relation in Cyberspace, Cyber Spin use of new technologies in Public Relation, Analysis of new Publics in Electronic Environment, Online Research techniques for Public Relations.

Unit-III

Globalization: The frontier of Multinational and Cultural diversity, Opportunity and Challenges for 21st Century, Public Relations in Multinational Corporations, Strategic Communication Management-making Public Relation work

Unit-IV

Crisis Communication, Anticipatory Model of Crisis Management, Defending organizations, Restoring Image beyond the Crisis, Disaster Management

Unit-V

Ethics in Theory and Practice for Public Relations, Regulatory framework for Public Relations- Self Regulations, Unethical Practices

Suggested Readings:

1. Cutlip & Center :Effective Public Relations.
2. Ravindran : Handbook of Public Relations.
3. Ahuja and Chhabbrara : Public Relations.
4. Sam Black :Practical Public Relations,
5. D S Mehta- Handbook of Public Relations in India
6. C K Sardana- The Challenge of Public Relations
7. K R Balan- Lectures on Public Relations
8. Baldeo Sahai- Public Relations; A Scientific Approach
9. John V Pavlik- Public Relations; what Research Tells Us
10. Robert S Cole-The Practical Handbook of Public Relations

UNIT I

Advertising: Importance of Advertising in Modern Economies – Emergence of Advertising - Consumption and Social Transition: From Traditional to Industrial Society – From Industrial to Consumer Society – Advertising and Growth of Communication Media - Advertising and the Growth of Advertising Agencies – Criticism of Advertising: Neo-Liberalism Position and Marxist Critique

UNIT II

The Indian Advertising Industry - Liberalization and Its Impact – Non-Conventional Advertising Media – Rural Advertising – Public Service Advertising & Social and Development Messages - Legal, Ethical and Moral Implications on Advertising Practices – Surrogate Advertising – Audit Bureau of Circulation (ABC) – Advertising Agencies Association of India – Advertising Standards Council of India

UNIT III

Approaches to Understanding Advertising Messages: Media Theory and Perception of Social Reality: Cultural Hegemony – Ideological State Apparatus - Cultivation Theory – Agenda Setting - Social Cognitive - Elaboration Likelihood Model of Persuasion - Media System Dependency - Media Priming – Encoding / Decoding

UNIT IV

Advertising and Regulation

Study of Legal and Non-Legal Regulatory Forces: Organized Market forces such as Consumerism, Environmentalism – Self Regulatory Forces - Governmental Forces - Advertising and Regulatory Forces operating in India

UNIT V

Advertising Research: Copy Testing Measures – Methods of Audience Measurement - The DAGMAR Approach - Understanding the Consumer: Consumer Decision Making Process – Models of Consumer Behaviour - Factors Influencing Consumer Behavior: Personal, Social Cultural, Sub-Cultural - Consumer and Brand Engagement.

Suggested Reading:

1. 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, Sut Jhally, Jacqueline Botterill. Routledge. 2005
4. Advances in Theory and Research - Edited by Jenning Bryant & Mary Beth Oliver. Routledge. 2002
5. Effective Advertising – Understanding When, How and Why Advertising Works – Gerard Tellis – Sage Publications - 2004
6. Advertising & Marketing in Rural India - Tej K. Bhatia. 2nd Edition. Mac Millan India Ltd. 2007
7. Shoveling Smoke: Advertising and Globalization in Contemporary India - Duke University Press. 2003
8. The Oxford Handbook of the History of Consumption. Edited by Frank Trentman. Oxford University Press. London. 2012
9. Social Communication in Advertising: Persons, Products and Images of Well Being – William Leiss, Stephen Kline, and Sut Jhally. Routledge. London. 1997
10. No Logo – Naomi Klein – Harper Collins. 10th Edition
11. Advertising and Promotions an IMC perspective - Kruti Shah - Tata McGraw-Hill Publishing Company Limited New Delhi - 2008
12. Media Semiotics : An Introduction - James Bignell – Manchester University Press – 2002

Paper VI- Television Studies (Optional)

100 Marks

UNIT – I

History of Television: Ministry of I & B – All India Radio –Satellite Television Instructional Experiment in India – Emergence of Doordarshan – Relay Stations – Indian Satellite Systems - Colour Television – *Ramayana & Mahabharat* and Cultural Nationalism - The Introduction of Cable Televisions – Foreign Broadcast and Indian Parliament - Conditional Access system - Switchover to Digital Format - Audience Metrics : DART - TAM - INTAM – aMap– Broadcast Audience Research Council

UNIT II

The Business of Television: Role of Advertising – Ratings and Schedules – Categories of Rating – TV Shows: Renewal and Cancellations – Shortcoming of Nielsen Rating system – Strategies of TV Advertising. Aspects of Television: Length of Shots and Framing and Lighting – Production of Films versus Digital Video – Modes of Production – Art Direction – Actors

UNIT – III

Television Genres: Rules for Classifying genres : Comedy - Situational Comedies - Variety comedies – Talk shows – Night Time Shows – Daytime Shows – Information Talk Time Shows – News: National News - World News – Local News – News Talk – 24 Hour News - Magazine Shows – Investigative Shows and Public Affairs Programme – Celebrity News – Drama: Crime Shows – Workplace shows – Family Dramas – Teleplays – Telefilms – Soap Operas – Science Fiction Shows - Reality shows – Sports Programme – Children Television – Game Shows .

UNIT-IV

Broadcast Distribution – 3G and 4G Distribution and Transmission –Traditional Non-Broadcast Transmission through video Release – Online distribution – Live online Distribution – IPTV - Festivals and Competitions – Vertical Integration - Channel Distribution –DTH Operators in India - Cable TV System

UNIT V

Recording Production – Audio System – Acoustics – Mono sound - Stereo sound – Microphone – Characteristics – Recording the Video – Standard Definition – High Definition – Television and Video Formats – Videotape – Analogue - Digital - Flash memory – Hard Disk – Internal Hard Disk – Recordable DVDs. Maintaing Archives and Recording.

Suggested Reading:

Studying TV Drama – Michael Masey. Columbia University Press, 2010
An Introduction to Television Studies - Jonathan Bignell
India on Television – Nalin Mehta, New Delhi Harper Collins
Television in India: Satellites, Politics and Cultural Change - Nalin Mehta. Routledge
The Routledge Companion to the Cultural Industries Edited by Kate Oakley, Justin O'Connor
Relocating Television: Television in the Digital Context - Jostein Gripsrud
How to Study Television - Keith Selby, Ron Cowdery
Television Studies - Jonathan Gray, Amanda D. Lotz
Tele-Visions: Methods and Concepts in Television Studies - Glen Creeber .British Film Institute
The Television Studies Reader - Robert Clyde Allen, Annette Hill
Channeling Cultures: Television Studies from India - Editor(s): Biswarup Sen & Abhijit Roy
Educational Television in India – N U Rani – Discovery Publishing House
Television and Cultural Crisis: An Analysis of Transnational Television in India - Binod Chand Agrawal
Satellite Invasion of India - SC Bhatt. Gyan Publishing House. 1994.
Berger, Arthur Asa, 1982. Media Analysis Technique. London, Sage publication

UNIT-I

The Birth of Cinema: The Rise of the American Film Industry – Silent Cinema & Technical Thrills and its Early Form: Cinema of Attractions – Emergence of Censorship – The Birth of Radio and the Studio systems – Coming Of Sound –The Great Age of Hollywood and Radio – The Star System – the Decline of the Studio System –Growth of TV – The Media World – The Digital World: Cinema beyond Photography

UNIT II

Analyzing the Moving Image: Technical Elements, Symbolic Elements - Examining Narratives: Syntagmatic versus Paradigmatic Approach – Genre Analysis: Areas of Possible Genre Research – Researching Principal Elements: Essential Approach, Categorization Approach, and Iconography – Genre Development: Experimental, Classical, Parody and Deconstruction – Approaching Genre through Aesthetics and Exchange - Reading Narratives as ‘text’ : *Fabula* and *Syuzhet* – Order: Analepsis and Prolepsis – Mimesis and Diegesis – Free Indirect Discourse - Interior Monologue – Diachronic and Synchronic – Dialogism – Intertextuality – Chronoscope – Character Zone

UNIT III

Silent Film Theory - Soviet Montage Theorists – Russian Formalism & Bakhtian School – Frankfurt School – Cult of the Auteur – Americanization of the *Auteur* Theory – The Advent of Structuralism – Interrogating Authorship & Genre – From Linguistics to Psychoanalysis – Feminist Interventions in Film Studies – Birth of the Spectator and Semiotics - Queer Theory – Louis Althusser and Ideology – Michel Foucault : Discourse Power and Knowledge

UNIT IV

Mainstream Film Making versus Film Movements: Eisenstein and Socialist Cinema – German Expressionism – The Devastation of War and Italian Neorealism –The Coming of Modernism : The New Wave Cinemas – French New Wave: Andre Bazin – Jean Luc Godard – Claude Chabrol – Francois Truffaut – German New Wave: Rainer Werner Fassbinder – Werner Herzog – Alexander Kluge – Czech New Wave: Milos Forman – Jiri Menzel – Jaromil Jires – Japanese New Wave: Susumu Hani – Shohei Imamura – Nagisa Oshima – British New Wave and the Kitchen Sink Drama – Latin America & Cinema Novo – *Dogme 95*

UNIT V

Third World Cinema: Looking beyond Eurocentric Framework – South Asian Visual Practices – Ocularcentricity–Evolution of Mass Consumption of Visual Media in South Asia - Parsi Theatre - Early Pioneers of the Indian Cinema - The Golden Age of Indian Cinema –Indian Art Cinema and the Parallel Cinema Movement – The Nation and its Fragment: The Idealized Woman - Narrating the Nation Through Heroes and Villains – Heroines : From Romance to Sexed Up Bodies – Major Hindi Film Genres and Forms - Song and Spectacle – Issues of Censorship – The Nation in Transition: The Problematic Decade of the 70s and the 80s -Contemporary Indian Cinema: Trends and Transformation - NRI cinema and the Multiplex.

Suggested Reading:

- The Moving Image: Kishore Vallicha., Orient Longman, New Delhi
- Partha Chatterji. *The Nation and its Fragments: Colonial and Post-Colonial Histories*. Princeton: Princeton University Press, 1993.
- Ashis Nandy. *The Intimate Enemy: Loss and Recovery of Self under Colonialism*. Bombay, Calcutta, Madras: Oxford University Press. 1983.
- Michel Foucault. *The Foucault Reader*, ed. P Rabinow. Harmondsworth: 1984.
- The Oxford History of World cinema*: Oxford university Press
- Indian Popular Cinema: A Narrative of Cultural Change*. K. Moti Gokulsing, K. Gokulsing, Wimal Dissanayake -Trentham Books – Revised and Updated -2004
- Cinema Studies – Susan Hayward – Routledge 2007*
- Pleasure and the Nation – Rachel Dwyer and Christopher Pinney – OUP*
- Film as Social Practice – Graeme Turner – Routledge – London -2006*
- Islamicate Cultures of Bombay Cinema -Ira Bhasker & Richard Allen -Tulika Press - 2009*
- Fingerprinting Popular Culture: The Mythic and the Iconic in Indian Cinema -Ashish Nandy, Vinay Lal – OUP -2007*
- Indian Popular Cinema: Industry, Ideology and Consciousness –Manjunath Pendakur -Hampton Press, Inc. 2003.*
- Encyclopedia of Hindi Cinema –Govind Nihalani and Saibal Chatterjee – Encyclopedia Britannica (India) Pvt Ltd -2003*
- Virdi, J. (2003). *The Cinematic ImagiNation: Indian Popular Films as Social History* . New Delhi : Permanent Black .
- Shrivastava, S. (2007). *Passionate Modernity: Sexuality, Class and Consumption in India*. Routledge .
- Neale, S. (1980). *Genre*. London: British Film Institute.
- Athique, A. (2011, July). From cinema hall to multiplex: A public history. *South Asian Popular Culture*, 9(2), 147-160.
- Bakhtin, M. (1968). *Speech genres and other late essays*. (V. W. McGee, Trans.) Texas: University of Texas Press.
- Benegal, S. (2007). Secularism and Popular Indian Culture. In A. S. Needham, & R. S. Rajan (Eds.), *The crisis of secularism in India*. Durham: Duke University Press.
- Bharucha, R. (1994, January 15). Somebody's Other: Disorientations in the Cultural Politics of Our Times. *Economic and Political Weekly*, 105-110.
- Bhasker, I., & Allen, R. (2009). *Islamicate Cultures of Bombay Cinema* . New Delhi: Tulika Books .
- Bordwell, D., Staiger, J., & Thompson, K. (1988). *The classical Hollywood cinema: film style & mode of production to 1960* . London: Routledge.
- Branston, G. (2000). *Cinema and cultural modernity*. Buckingham: Open University Press.
- Chakravarty, S. (1993). *National Identity in Popular Indian Cinema 1947-1987*. Austin: University of Texas Press.
- Chowdhury, P. (2000). *Colonial India and the Making of Empire Cinema: Image, Ideology and Identity* . Manchester: Manchester University Press.
- Daiya, K. (2008). *Violent belongings: Partition, gender and national culture in postcolonial India*. Philadelphia: Temple University Press.

- Hansen, A., & Cottle, S. (1998). *Mass Communication Research Methods*. New York: NYU Press.
- Hansen, K. (1999, May). Making Women visible: Gender and Race Cross-Dressing in the Parsi Theater. *Theatre Journal*, 51(2), 127-147.
- Hayward, S. (2006). *Cinema Studies: The Key Concepts* (Third ed.). London: Routledge.
- Holquist, M. (2010). *Dialogism: Bakhtin and his world*. London: Routledge.
- Kasbekar, A. (2001). Hidden pleasures: Negotiating the Myth of the female ideal in popular Hindi cinema. In R. Dwyer, & C. Pinney (Eds.), *Pleasure and the nation: The history, politics and consumption of public culture in India* (pp. 286-308). New Delhi: Oxford University Press.
- Mehta, M. (n.d.). *Censorship and sexuality in Bombay cinema*.
- Monaco, J. (2009). *How to Read a Film*. London: Oxford University Press.
- Niranjana, T. (1995, June 3). Banning Bombay: Nationalism, Communalism and Gender. *Economic and Political Weekly*, 30(22).
- Prasad, M. M. (1998). *Ideology of the Hindi film: A historical construction*. Delhi: Oxford University Press.
- Prasad, M. M. (2004). The natives are looking: cinema and censorship in colonial India. In L. J. Moran, E. Sandon, E. Loizidou, & I. Christie (Eds.), *Law's Moving Image*. London: The Glasshouse Press.
- Ramaswamy, S. (2001). Maps and Mother Goddesses in Modern India. *Imago Mundi*, 53, 97-114.
- Srivastava, S. (2007). *Passionate Modernity: Sexuality, class and consumption in India*. New Delhi: Routledge.
- Stam, R. (2000). *Film Theory: An Introduction*. London: Wiley Publishing.