

Kushabhau Thakre Patrakarita Avam Jansanchar Vishwavidyalaya
Raipur (Chhattisgarh)

Scheme of Examination

The Ph.D. (Course Work) in Journalism will consist of Semester I only:-

Semester –I

Paper Code & Name		Scheme of Marks		Credit
		Max. Mark	Min. Mark	
Paper – I	Research Methodology	100	50	4
Paper –II	Contemporary Media Scenario	100	50	4
Paper -III	Pilot Project	200	100	8
	Total	400	200 (50%)	16

Ph.D. (Course Work) in Journalism
Course of Studies
Semester – I

Paper -1

Research Methodology

Maximum Marks – 100
Minimum Passing Marks - 50

Unit- I

Research: Meaning, Definition, Concept, role and objective of research, Types of research; Qualities of a good researcher, Formulation and statement of research problem, Objectives of research, Formulation of Hypotheses preparation, Research design.

Unit –II

Types of Data: Primary and secondary, Review of literature, Sampling techniques, Merits and Limitation,

Unit-III

Data collection tools and techniques, Observation, Survey, Content analysis. Case study.

Unit-IV

Designing Questionnaire, Schedule and Interview Data Analysis and Diagrammatic representation, SPSS: feature & applications.

Unit-V

Research report writing, plagiarism, Shodha ganga and Shodha gangotri, Research Paper, Footnotes and References, Bibliography.

Reference Books and Suggested Readings:

1. Mass Communication Research Methods - Hansen, Anders
2. Research Methodology- Kumar Ranjith
3. Research Methodology : An Introduction- Kothari :
4. Research Methodology : Tools & Techniques - Purohit H.C.
5. Qualitative Communication Research Methods - Lindolf, Thomas R.
6. An Integrated Approach to Communication Theory and Research -Stacks, Don W. and Michael B. Salwen.
7. Mass Media Research - Wimmer, Roger D. and Joseph Dominick.
8. Introduction to Mass Communication Research - Borman
9. Method of Social Science Research - Wilkinson & Bhandarkar
10. भानावत, डा. संजीव (2003). संचार शोध प्रविधियां, जनसंचार केन्द्र, जयपुर, राजस्थान विश्वविद्यालय
11. दयाल, डा. मनोज (2006). मीडिया शोध, पंचकूला, हरियाणा साहित्य अकादमी
12. National and international communication journals, monographs, conference papers

**Ph.D. (Course Work) in Journalism
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Semester – I**

Paper –II

Contemporary Media Scenario

Maximum Marks –100

Minimum Passing Marks - 50

Unit- I

Newspapers: New trends in newspaper publishing, Indian newspaper industry, Major Indian newspapers-The Times of India, Dainik Bhaskar, Malayala Manorama.

Unit- II

Radio: Akashwani, FM Radio, Private FM Radio channels; Community Radio, Social concern of Radio, its reach & effects.

Unit- III

Television: Major Indian News Channels: Doordarshan, NDTV, Republic TV, AajTak, Process of TRP, Role of NBA, TRAI, Audience Resarch.

Unit- IV

Films: Case studies of contemporary films, Audience research & survey, detailed review and analyses of current films, economics of Indian cinema, film promotion activities, box office.

Unit- V

Digital Media: History of Internet, Emerging trends-Digital editions of newspapers, Digital magazines, Digital news channels, Blog, Impact of Digital media on society, future of digital media, Mobile Journalism.

Reference Books and Suggested Readings :

1. Press in India - Chalapati Rao
2. इलेक्ट्रानिक माध्यम - रेडियो एवं दूरदर्शन - डा. राममोहन पाठक
3. इलेक्ट्रानिक मीडिया - डा. संजीव भानावत
4. E-journalism New Media and News Media – Kiran Prasad
5. ई- जर्नलिज्म - डा. अर्जुन तिवारी
6. Film as an art and film appreciation – (NCERT, New Delhi)
7. भारतीय सिनेमा का अंतःकरण - विनोद दास
8. Keen observation of contemporary media & reports

Ph.D. (Course Work) in Journalism
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Semester – I

Paper -III

Pilot Project

Maximum Marks – 200
Minimum Passing Marks - 100

Each scholar will undertake a short research using the research methodology during the course work and submit a project report. The topic for the pilot project shall be decided by the RAC, preferably within the first month of the course work. The report of pilot project shall be evaluated as per the procedure fixed by the DRC.