



**Chaudhary Charan Singh University, Meerut,**  
**Syllabus of Pre Ph.D. Course work**  
**Journalism and Mass Communication**

W.e.f. 2023-24

(B.O.S 08/06/2023..... AC.....)

(For University Department Only)

**Objective of Course:** The Pre-Ph.D. Coursework in Journalism and Mass Communication aims at development of research skills in the field of Journalism and Mass Communication. This programme focuses on increasing the capacity of scholars and professionals in research activities.

**General Rules:** The Pre-Ph.D. Coursework will have 3 papers. The first paper Research Methodology, Second Paper Communication Discourse & Research Portfolio and third paper will be Publication Ethics & Computer Application in Communication Research. Each paper will carry 100 marks. There will also be a Dissertation in 60 pages (5000-7500 words) which will be of 100 marks. Every student has to submit the Dissertation based on the Review of Literature.

All of the three question Paper will be evaluated by the External Examiner whereas the Dissertation which is of 100 marks will be evaluated by the Internal and One External Examiner.

**Selection and Eligibility:** As per University Ph.D. Norms.

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**Pre-Ph.D. Coursework**

Course	Paper	Credit	Marks
Course-I	Research Methodology	4	100 (Only External)
Course-II	Communication Discourse & Research Portfolio	4	100 (Only External)
Course-III	Publication Ethics & Computer Application in Communication Research	4	100 (Only External)
Course-IV	Dissertation	4	100 (Internal & External)

Phd

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## Chaudhary Charan Singh University, Meerut,

### Syllabus of Pre Ph.D. Course work Journalism and Mass Communication

w.e.f. 2023-24

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(For University Department Only)

### Research Methodology

Subject: Common for all faculties		
Course Code: ----	Course Title: Research Methodology	Theory
<p><b>Course Objectives:</b> The main objective of this paper is to</p> <ol style="list-style-type: none"> <li>1. Identify and discuss the role and importance of research.</li> <li>2. Identify and discuss the issues and concepts salient to the research process.</li> <li>3. Identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project.</li> <li>4. Identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.</li> </ol> <p><b>Course Outcomes:</b> At the end of this course, the students should be able to:</p> <p>CO1. Understand some basic concepts of research and its methodologies.</p> <p>CO2. Explain key research concepts and issues read, comprehend, and explain research articles in their academic discipline.</p> <p>CO3. Select and define appropriate research problem and parameters.</p> <p>CO4. Organize and conduct research (advanced project) in a more appropriate manner.</p> <p>CO5. Write a research report and thesis.</p> <p>CO6. Write a research proposal (grants).</p>		
Credits: 4		Core Compulsory
Max. Marks: 100		Min. Pass Marks: 55
Unit	Topics	No. of Lectures 60
I	Perception & Definition of Research, Objectives & Motivations of Research, Importance of Research, Types of Research, Research Methods versus Methodology, Process of Research; Review of Literature, Formulation of the Research Problem, Sources and Identification of a Research Problem, Status of the Research Problem, Formulation of Hypothesis, Research Design,	12
II	Outlines of Synopsis; Project Proposal, Project Report Writing; Research Paper Writing; Components of Research Reports; Thesis Writing; Outlines of Thesis, Reference citing, Formats of Writing References, Bibliography; Plagiarism.	12
III	Intellectual Property (IP), Intellectual Property Rights (IPR), Intellectual Property Law, Different fields of Intellectual Property Rights, Patents, Publication Ethics: Definitions importance Conflicts of Interest, Publication Misconduct Definition, Concept, Problems that lead to Unethical Behavior and vice versa, Types Identification of publication misconduct, Complaints and Appeals; Violation of publication ethics, Authorship and Contributor ship; Predatory Publishers and Journals.	12

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IV	Web Browsers, Search Engines, MS Word: Handling Graphs, Tables and Charts, Formatting in MS-Word, MS Power Point: Creating Slide Show, Screen Layout and Views, Applying Design Template, MS Excel: Features, Formulas and Functions.	12
V	Subject Classification Index, Citation, Citation Index, Impact Factor, h-index, i-10index, INFLIBNET, Introduction to Peer Reviewed and Open Access Journals, e-Journals, e-Library, Research Databases, Institute for Scientific Information (ISI) & Journal Citation Reports, Science Citation Index (SCI), Social Sciences Citation Index (SSCI), Arts and Humanities Citation Index (AHCI), Databases: UGC care list, Web of Science (WoS), Scopus.	12

**Teaching Learning Process:** Class discussions/ demonstrations, Power Point presentations, Class activities/ assignments, Field visits., Internship, etc.

**Suggested Readings:**

1. Creswell. W.: Research Design, Qualitative, Quantitative and Mixed Methods Approaches (3<sup>rd</sup> Edition), SAGE, Inc., 2018.
2. Gupta. S: Research Methodology: Methods and Statistical Techniques, Deep & Deep Publications, 2010.
3. Gupta. S.P.: Statistical Methods. Sultan Chand & Sons, 2014.
4. Kumar. R: Research Methodology: A Step-by-Step Guide for Beginners (3<sup>rd</sup> Edition), SAGE, Inc., 2011.
5. Melville. S. and Goddard. W.: Research Methodology: An Introduction (2<sup>nd</sup> edition), Juta Academic, 2004.
6. Shortis, T.: The Language of ICT: Information and Communication Technology, Taylor & Francis, 2016.
7. Research Methodology: Methods and Techniques by C.R. Kothari, Second revised edition
8. Research Methodology: A step by step guide for beginners by Ranjit Kumar
9. Research methodology: Methods and Statistical techniques, by Santosh Gupta
10. Statistical Methods, by S.P. Gupta
11. Research Design, Qualitative, Quantitative and mixed method approaches, by W. Creswell, 3rd edition.
12. Information Communication Technology, by Tim Shorts Handbook of Communication and Social Interaction Skills, by John O. Green, Brant Rancy Burleson
13. शोध प्रविधि - डॉ० विनय मोहन शर्मा
14. 8 अनुसंधान प्रविधि, सिद्धांत और प्रक्रिया - एस०एन० गणेशन
15. 9 अनुसंधान प्रविधि - डॉ० एस०एन० राय
16. 10 अनुसंधान की प्रविधि एवं प्रक्रिया - डॉ० राजेन्द्र मिश्र
17. 11 साहित्य अनुशीलन: विभिन्न दृष्टियाँ - डॉ० दया शंकर शुक्ल
18. 12 अनुसंधान प्रविधि और प्रक्रिया - डॉ० मधु खराटे/डॉ० शिवाजी देवरे

Mary

Rajul





# Chaudhary Charan Singh University, Meerut,

## Syllabus of Pre Ph.D. Course work Journalism and Mass Communication

w.e.f. 2023-24

(B.O.S08/06/2023..... AC.....)

(For University Department Only)

Subject: Journalism and Mass Communication		
Course Code: ----	Course Title Communication Discourse & Research Portfolio	Theory
<p><b>Course Objectives:</b> The main objective of this paper is to:</p> <ol style="list-style-type: none"> <li>1. To introduce students to the fundamental concepts and theories of communication and mass communication.</li> <li>2. To provide an understanding of the process of theory building and the characteristics of a good theory.</li> <li>3. To explore the significance of theories, models, and conceptual frameworks in research.</li> <li>4. To examine the philosophy of Indian communication and its relevance in contemporary society.</li> </ol> <p><b>Course Outcomes:</b> By the end of the course, students will be able to:</p> <p>CO1. Define and explain the characteristics of theory and its importance in the field of communication.</p> <p>CO2. Identify and differentiate between different kinds of theories in communication and mass media.</p> <p>CO3. Understand the process of theory development and the conventional criteria for identifying a theory.</p> <p>CO4. Apply theoretical frameworks, models, and conceptual frameworks in conducting research.</p> <p>CO5. Evaluate the development communication paradigms and their major propositions.</p> <p>CO6. Analyze and interpret various socio-cultural theories in mass communication, such as cultural norms theory and information processing theory.</p>		
Credits: 4		Core Compulsory
Max. Marks: 100		Min. Pass Marks:55
Unit	Topics	No. of Lectures 60
I	Introduction to theory building, defining theory. Characteristics of theory, Objectives of theory, General and Specific Kinds of theory, how theories are developed? Conventional Criteria for identifying a good theory, Significance of theories, models and conceptual framework in research. Overview of human communication and mass communication theories.	12
II	Philosophy of Indian Communication: Introduction to Naradmoni's Communication Formula. Concept and Process of Vasudhaiv Kutumbkam and Human Communication. Bharat Muni's Model of Drama. Sahridaya and Sadharinikaran (Tender Hearted and Simplification): Concept and Interpretation. Spiritual Communication	12
III	Media-audience interaction: S-R theory, Perspectives of individual differences, social categories and social relations; concept of selectivity; One-step, two-step and multi-step flow; concept of Gate keeping; Marshall McLuhan's Medium is Message	12
IV	Development Communication perspectives: Evolution of Development Communication Paradigms. Major Propositions of dominant paradigm. Daniel Lerner, Wilbur Schramm, Everett M Rogers and diffusion of innovation theory, Social marketing approach, Dependency Theory, Marxist/Socialist Paradigm, Participatory communication approach, , The Emancipatory Paradigm.	12



V	Mass Communication in Socio-cultural perspectives: Cultural Norms Theory, Mainstreaming / Synchronization Theory etc. Persuasion Theories, Media Violence Theories, Media Intrusion Theory, Social Semiotics, Theory, Information Processing Theory, Post-industrial society perspective, Surveillance society perspective, Informational Capitalist Perspective, Post-Modern Society Perspective	12
<b>Teaching Learning Process:</b> Class discussions/ demonstrations, Power Point presentations, Class activities/ assignments		
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Craig, R. T. (1999). Communication Theory: Epistemological Foundations.</li> <li>2. Griffin, E. (2014). A First Look at Communication Theory.</li> <li>3. Vatsyayan, K. (1996). Bharata's Natyashastra: Text, Transliteration, and Critical Notes.</li> <li>4. Mathur, S. S., &amp; Dasgupta, K. (Eds.). (2018). Indian Communication: A Rich Tapestry of Culture and Tradition.</li> <li>5. Baran, S. J., &amp; Davis, D. K. (2015). Mass Communication Theory: Foundations, Ferment, and Future.</li> <li>6. Bryant, J., &amp; Zillmann, D. (Eds.). (2002). Media Effects: Advances in Theory and Research.</li> <li>7. Servaes, J. (1999). Communication for Development and Social Change.</li> <li>8. Melkote, S. R., &amp; Steeves, H. L. (2015). Communication for Development: Theory and Practice for Empowerment and Social Justice.</li> <li>9. Croteau, D., &amp; Hoynes, W. (2014). Media/Society: Industries, Images, and Audiences.</li> <li>10. Esser, F., &amp; Hanitzsch, T. (2017). Communication in the Age of Trump.</li> <li>11. Sharma, S. S. (2017). Sampark Bhasha Vigyan.</li> <li>12. Sharma, V. P. (2016). Sampriti evam Sanchar.</li> <li>13. Tripathi, R. S. (2009). Mass Communication: Siddhant evam Prayog.</li> <li>14. Bhatnagar, S. C. (2018). Sanchar Adhyayan: Siddhant evam Prayog.</li> <li>15. Singh, S. K. (2019). Media Siddhant: Ek Parichay.</li> <li>16. Pandey, G. P. (2015). Sanchar Madhyam: Siddhant, Prakriya, Prabandh.</li> <li>17. Singh, A. K. (2016). Bharatiya Sanchar Vyavastha.</li> <li>18. Verma, R. K. (2017). Vasudhaiv Kutumbkam: Sanchar ki Bhumika.</li> <li>19. Singh, S. K. (2018). Sanchar Darshan: Prashn Aur Utthan.</li> <li>20. Gupta, R. P. (2019). Narad Samvaad: Sanchar ki Vidhi.</li> </ol>		

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(For University Department Only)

Subject: Journalism and Mass Communication		
Course Code: -----	Course Title: Publication Ethics & Computer Application in Communication Research	Theory
<p><b>Course Objectives:</b> The main objective of this paper is to:</p> <ol style="list-style-type: none"> <li>1. To provide a comprehensive understanding of ethics, moral philosophy, and the nature of moral judgments and reactions.</li> <li>2. To develop an awareness of intellectual honesty and research integrity and their importance in academic and professional settings.</li> <li>3. To examine scientific misconduct, including falsification, fabrication, and plagiarism, and understand the consequences of such behaviors.</li> <li>4. To explore the issues related to redundant publications, selective reporting, and misrepresentation of data in scientific research.</li> </ol> <p><b>Course Outcomes:</b> By the end of the course, students will be able to:</p> <p>CO1. Students will be able to define and explain ethics, moral philosophy, and the nature of moral judgments and reactions.</p> <p>CO2. Students will demonstrate an understanding of intellectual honesty and research integrity, and apply them in their academic and professional work.</p> <p>CO3. Students will be able to recognize and differentiate between falsification, fabrication, and plagiarism, and understand the ethical implications of these actions.</p> <p>CO4. Students will develop a critical perspective on redundant publications, selective reporting, and misrepresentation of data, and understand their impact on scientific research.</p> <p>CO5. Students will be familiar with various ethical guidelines and standards set by organizations such as COPE and WAME, and understand their importance in publishing.</p> <p>CO6. Students will identify conflicts of interest in research and publishing and analyze their potential influence on research outcomes and credibility.</p>		
Credits: 4		Core Compulsory
Max. Marks: 100		Min. Pass Marks:55
Unit	Topics	No. of Lectures (h)
I	Ethics: Definitions, Moral Philosophy, nature of moral judgements and reactions. Intellectual honesty and research integrity. Scientific Misconduct: Falsification, Fabrication and Plagiarism (FFP). Redundant publications: duplicate and overlapping publications. Selective Reporting and misrepresentation of data	12
II	Publication Ethics: Definition, introduction and importance. Best Practices/ Standard setting initiatives and guidelines: COPE, WAME, etc. Conflict of Interests. Violation of publication ethics, authorship and contributors ship. Identification of publication misconduct, complaints and appeals.	12
III	Introduction and need of computers. Computer memory, Computer Generations, Computer System Software, Computer Application Software, Operating system : DOS, Windows, UNIX, Linux, Basic of	12

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	Windows, User Interface, File Management, Difference between presentation and document, Application of computer for business and Research.	
IV	Introduction to Information and Computer Technology, Data Management : Need, importance & Technology, Primary data, Secondary data, Tertiary data, Data collection, Data analysis, Introduction to MS-Excel and SPSS, Content Creation : Compiling and Combining, Coding and Tabulation	12
V	Internet and its application in Research, Search Engine and Search process, Web Technology : email, audio-video communication, blogging, Data presentation and Graphical presentation	12
Teaching Learning Process: Class discussions/ demonstrations, Power Point presentations, Class activities/ assignment		
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Blackburn, S. (2003). Ethics: A Very Short Introduction. Oxford University Press.</li> <li>2. Driver, J. (2012). Ethics: The Fundamentals. Wiley-Blackwell.</li> <li>3. Hinman, L. M. (2013). Ethics: A Pluralistic Approach to Moral Theory. Cengage Learning.</li> <li>4. Penslar, R. L. (2014). Research Ethics: Cases and Materials. Indiana University Press.</li> <li>5. Shamoo, A. E., &amp; Resnik, D. B. (2015). Responsible Conduct of Research. Oxford University Press.</li> <li>6. American Psychological Association. (2020). Publication Manual of the American Psychological Association. American Psychological Association.</li> <li>7. Browner, W. S., et al. (2011). Publishing and Presenting Clinical Research. Lippincott Williams &amp; Wilkins.</li> <li>8. Brookshear, J. G. (2014). Computer Science: An Overview. Pearson.</li> <li>9. Sipser, M. (2012). Introduction to the Theory of Computation. Cengage Learning.</li> <li>10. Bryant, R. E., &amp; O'Hallaron, D. R. (2015). Computer Systems: A Programmer's Perspective. Pearson.</li> <li>11. Provost, F., &amp; Fawcett, T. (2013). Data Science for Business. O'Reilly Media.</li> <li>12. Briney, K. (2015). Data Management for Researchers: Organize, Maintain and Share Your Data for Research Success. Pelagic Publishing.</li> <li>13. Jackson, J. C. (2014). Web Technologies: A Computer Science Perspective. Addison-Wesley.</li> <li>14. Rosenfeld, L., &amp; Morville, P. (2015). Information Architecture: For the Web and Beyond. O'Reilly Media.</li> </ol>		

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(For University Department Only)

Subject: Journalism and Mass Communication		
Course Code: -----	Course Title: Dissertation	
<b>Course Objectives:</b> <ol style="list-style-type: none"><li>1. To develop the research skills of students by engaging them in the process of conducting a dissertation.</li><li>2. To enhance the students' understanding of research methodology and its practical application in a specific field of study.</li><li>3. To guide students in formulating research questions and objectives that align with the chosen topic.</li><li>4. To assist students in selecting appropriate research methods and data collection techniques to address their research questions.</li></ol> <b>Course Outcomes:</b> By the end of the course, students will be able to: CO1. Identify a suitable topic for their dissertation from the options provided by the Department. CO2. Formulate research questions and objectives that align with the chosen topic. CO3. Conduct a thorough literature review to establish the theoretical framework for research. CO4. Collect and analyze data effectively using relevant tools and techniques. CO5. Present and defend their research findings in a clear and concise manner. CO6. Write a well-structured dissertation report following the steps of research methodology.		
Credits: 4		Core Compulsory
Max. Marks: 100		Min. Pass Marks:55
A student will prepare a dissertation selecting a topic which is provided by the Department and will submit dissertation report following steps of research methodology. The dissertation will be evaluated by the internal and One External Examiner.		

*Prasad*

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