

Krishna University
Department of Communication and Journalism
Syllabus for Pre-Ph.D. Course Work

Paper-1 -Research Methodology

UNIT 1

Concept of research; Meaning, definition and nature of research; Communication research: Importance of media research; Area of Media Research; Problems of objectivity in research; Planning to research.

UNIT 2

Methods/techniques of research; Hypothesis and variables; Research design and its types of Research Design; Experimental Research; Descriptive research; Exploratory Research; Conclusive Research; Sources and collection of Secondary Data; Types of data; Secondary data; Advantages & Limitations of secondary data ; Internal Sources; External Sources Methods of research – Census, Survey, Random;

UNIT 3

Survey research, experimental and field research, panel research; Reliability, validity and objectivity Scaling Techniques; Concept of Attitude; Types of Scales; Criterion for good scale; General Procedure in Attitude Scaling; Selected Attitude Scales; Limitations of Attitude Scale Sampling Design; Some basic Terms; Advantages of Sampling; Disadvantages of Sampling; The sampling process; Sampling methods; Characteristics of Good Sampling Design; sampling and non sampling errors; Sample size calculation (Numerical expected); Practical considerations in determining sample size. Tools and methods of research; Questionnaire and schedules; Observation - participatory and non participatory; Interview method; Case study; Content analysis of audio and video

UNIT 4

Areas of Research – Communication and Society – Process and Product Aspects – Media problems and Issues – Mass media and traditional media – Research problems in information and Communication society; Telecommunication – Convergence of technologies – Media ownership and Regulation aspects. Importance of research in media; Application of research in electronic media, Print, Advertising, New Media; Formative and summative research; Ethical issues in media research; Media research as a tool of reporting

UNIT 5

Application of Statistics; Tabulation and classification of data; Data analysis, software for data analysis interpretation; Elementary statistics - mean, median and mode; Inferential statistics - correlation and regression and test of significance, principle and theory; Graphic and diagrammatic representation of data; Indexing, citation and bibliography; Research report writing.

REFERENCES

1. Mass media research by Dominick and Wimmer
2. Research methods in social relations by Clarie Selitz et al

3. Mass media and the national experience: essays in communication history by Farrpr and Stevens
4. Trends in content analysis by Pool
5. Media analysis techniques by Klaus krippendrof
6. Research methods in mass communication by Westley and Stemple
7. Content analysis: Handbook of social psychology by Bernard Berelson
8. Content Analysis by Stone
9. The modern research by J.Greff and Henry
10. Research in social science byt david nachmias et al
11. Communication yearbook series
12. Communication research in Asia by Goonasekara et al
13. Methods in social research by Kothari

Krishna University
Department of Communication and Journalism
Syllabus for Pre-Ph.D. Course Work

PAPER II – COMMUNICATION THEORIES AND ISSUES

UNIT – I

Nature of Theory – Relationship between Theory and Research – Theorizing in Communication – Western and Eastern perspectives.

UNIT –II

Theories in Communication: Normative Theories – Aristotle, Shannon and Weaver, Lazarsfeld, Lass well, Berlo; Eastern approaches – response of Third World research Culture and alternative approaches; Theories in Learning – perception, Persuasion, Attitude and Public Opinion formation and Change – Dissonance – Balance and Congruity – Behaviouristic and Cognitive approaches – Yale communication Research.

UNIT – III

Effects of Mass Communication – Bullet Theory; Limited, Moderate, Powerful Effects Model, Information Seeking Paradigm, Uses and Gratifications, Agenda Setting, Cultural Norms Theory; Issues in Communication: Media Effects – Learning – Change – Socializing – Cultural Violence and Cultivation aspects – Catharsis – Gender and weaker section perspectives.

UNIT – IV

Diffusion Theories – Elements, consequences and critique of diffusion of innovation model; Communication Models – evolution of communication models in developing countries; Critical evaluation of Schramm, Westley and McClean, Gerber, Jacobson New approaches to communication theory –Dominant Paradigm, The paradigm shift.

UNIT – V

New Media Theory – perspectives, Technological Determinism, constructivism, Fuctionalism, Postmodernism; Characteristics of New Media – Uses, Adoption ICT and Social Transformation – socio-technical paradigm, Information co modification: new consumption norms – knowledge gap.

REFERENCES

1. The dynamics of Mass Communication – By Dr. Joseph Dominick. McGraw Hill, 1993
2. Communication Theories – By J. Severin and Tankard, Hasting House, NY, 1979
3. Using Communication Theories – By Swen Windal et al., Sage, 1992.
4. Handbook of Radio and Television Broadcasting – By James Fletcher (1982)
5. Many Voices One World – UNESCO (1982)
6. Communication for Tomorrow; Policy Perspectives – Ed. By Glen O Robinson
7. Television as a social force – by Richard Adler et al. Preagar Publishers
8. The Story of Mass Communication : An Indian Perspective – By Gurmeet Singh Mann (1987)
9. INSAT Effects study – By Arbind Sinha and K.M. Parmer (ISRO 1995)
10. Handbook of New Media: Social Shaping and Consequences of ICT – by University of California Los Angeles, London School of Economics and Political Science, Sage Publications Inc

11. Media Technology and Society, A History: From the Telegraph to the Internet – by Brian Winston, Routledge Publications, 1998
12. Information Inequality: the deepening social crisis in America – by Herbert I Schiller, Routledge Publications London, 1996.
13. Mass Communication: An Introduction – by John R. Bittner, Prentice Hall Inc. NJ 1980
14. Mass Communication: Theory and Practice – by Uma Barykam Gar – Anand publications Pvt. Ltd., New Delhi, 1994
15. Handbook of Communication – Ed. By Ithiel De Sola Pool et al, R and McNally College Publishing Company, 1973.
16. Mass Communication Theory – by Dennis Mc Quail, Sage Publications, 2005

PAPER III- ADVERTISING

Unit I: Fundamentals of Advertising

What is advertising? - Definition & Concepts of Advertisement -Types of Advertising - Classified- Corporate Financial -Education/ NGO/Public Service /Institutional /Advertorial- Souvenirs / Promotional Ads. Embedded Ads- Online ads & types

Unit II: Structure of advertising agencies

Types of advertising agencies- Advertising agency structure - Functions of various departments - How agencies earn revenue

Unit III: The Advertising Plan

Advertising Campaign- Detailed understanding of the steps involved in developing an advertising plan

Situation analysis- Identify target audience- Determine communication objective- The creative plan: designing the message- The media plan: selecting the communication channel-

Determining the advertising budget

Deciding on the communication mix- Evaluation

Unit IV: Advertising and Consumer Behaviour

The decision process- Low-Involvement decision process- High-involvement decision process- Stages in the decision process

Unit V: How advertising works

Rational to emotional approaches- Advertising strategies- Generic- Preemptive- USP- Positioning- Brand image approach- Resonance- Affective Semiotics & advertising- Concept of an advertising brief

REFERENCES

1. Rajeev Batra, John G. Myers & David A. Aaker, 2000, Advertising Management, Prentice Hall of India
2. David Ogilvy, Ogilvy on Advertising, Vintage Books
3. S.A. Chunnawalla, K.C. Sethia Foundations of Advertising Theory & Practice, Himalaya, Publishing
4. Frank Jefkins, Advertising, Macmillan India Limited
5. J. Thomas Russel, Advertising Procedure, Prentice Hall
6. Dr. Jaishri N. Jethwaney, Advertising, Phoenix Publishing House
7. Thomas C. O'Guinn, Chris T. Allen, Richard J. Semenik, Advertising, South Western College Publishing
8. Herchell Gordon Lewis, Nelson, Handbook of Advertising, NTC Business Books
9. Roderick White, Advertising, McGraw-Hill
10. Sean Brierley, The Advertising Handbook, Routledge
11. Manendra Mohan ; Advertising Management; Tata McGraw-Hill Publishing Co. Ltd., 1989
12. Ahiya, B.N. & Chhabra, S.S.; Advertising; Sujeet Publications, 2005

13. O'Guinn, Thomas C ; Advertising; Ohio : South-Western College Publishing, 1998
14. Katz, Helen; The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying; Routledge (Jun 2010)
15. Kelley Larry D, Jugenheimer Donald W, Advertising Media Planning: A Brand Management Approach, Phi Learning (2009)

PAPER-IV: FILM STUDIES

Unit I: Language of cinema

Shots, camera angles, movements -Mise-en-scene -Dimensions of Sound: sync and non-sync, sound effects, and silence, dialogues, ambient sound.

Unit II: Scriptwriting

Narrative Composition: 3 plot structure-Characterization & Dramatic Structure-Scriptwriting formats, step outline & shot break down-Screen Play, storyboarding

Unit III: Production Overview

Three stages of Film Production: Pre-production, Production, Post Production-Lighting-Art Direction-Departments and their role -Role and importance of the director

Unit IV: Editing Techniques

Linear & non linear editing-Online and offline editing-Basic transitions-Match cut, jump cut, cut-in & cut-away Parallel cutting & inter cutting-Continuity editing & Montage theory

Unit V: Film Studies

Film Genre-Documentary Films-Feminist Film theory-Emergence of New Wave in Cinema-The Auteur Theory Ideology and films-Qualitative study of cinematic text

REFERENCE S

1. Directing the Documentary; Rabiger, Michael
2. Movies and Methods V1; Nichols, Bill
3. Movies and Methods V2; Nichols, Bill
4. Film Art: An Introduction, D. Bordwell, K. Thomson 1990
5. Image and imagination, Geeti Sen
6. The Cinematic Society, Norman K. Denzin
7. The Image trap, M.S.S. Pandian
8. The Camera Age, Michael J. Arlen
9. Gurudutt, Nasreen Munni Kabir
10. 100 Years of Cinema, Prabodh Maitra
11. Geeta Sen, Image and imagination, Mopin Publishing
12. Andrew Robinson: *Satyajit Ray: A Vision of Cinema*
13. Anwar Huda, *The Art and Science of Cinema*
14. Bordwell, David & Thompson, Kristin (2004) (7th end) *Film Art: An Introduction*, Mc Graw Hill: Boston
15. Nelmes, Jil (2nd edn) (1999) *Introduction to Film Studies*, Routledge: New York
16. Phillips, William (1999) *Film: An Introduction*, H. Bedford/St Martin's: Boston

Paper – IV: Health Communication

Unit-1

Introduction to health communication - Mass media and health communication

Unit-2

Communication theories and health communication - Health Communication strategies- Health policy in India, WHO- Health communication campaigns in India - Health literacy

Unit-3

Health informatics: e-health communication, Edutainment health communication, peer-peer health communication, Issues in health advocacy

Unit-4

Culture and health communication - Ethics in health communication - health promotion & Campaign planning – evaluation of communication campaigns

Unit-5

Contemporary issues in health communication - Media in health promotion- Trends in Health communication

Model Question paper
(JOURNALISM AND MASS COMMUNICATION R130601)
PRE-PH.D. EXAMINATION
Paper – II: Research Methodology
(Regulation 2010-11, 2012-13&2014-15)

Time: 3 hours

Maximum: 100 marks

Answer ALL questions. Each question carries equal marks. 5 x 20 = 100 marks

UNIT-1

1(A) Describe new trends in communication research in the current scenario.

Or

(B) Explain different problems in communication research with suitable examples.

UNIT-II

2 (A) Differentiate hypothesis and null-hypothesis.

Or

(B) Describe qualitative research, and explain what constitutes good Variables.

UNIT-III

3(A) Describe the Non-parametric Sampling Methods and drawing sample from the population by using any one of the method.

Or

(B) Explain the different types of scales with suitable examples.

UNIT-IV

4(A) Analyze the media research is a tool of reporting with suitable examples.

Or

(B) Describe the application of research in electronic media with examples.

UNIT-V

5(A) Describe the different styles in thesis reporting and explain the majority followed style.

Or

Write short notes on any **two** of the following:

Ethics in research

Questionnaire

Simple Random Sampling

Tabulation

Note: Each question may have sub-questions. Again the sub questions may have sub-sub-question).

Model Question paper
(JOURNALISM AND MASS COMMUNICATION R130602)
PRE-PH.D. EXAMINATION
Paper – II: COMMUNICATION RESEARCH
(Regulation 2010-11,2012-13&2014-15)

Time: 3 hours

Maximum: 100 marks

Answer ALL questions. Each question carries equal marks. 5 x 20 = 100 marks

UNIT-I

1(A) Differentiate the relation between theory and research.

Or

(B) Explain the western theories applied in Indian communication research.

UNIT-II

2(A) Analyse the role of social responsibility theory in Indian context.

Or

(B) Explain the role of cognitive approach in communication research.

UNIT-III

3 (A) Explain the Impact of mass communication on people with suitable model.

Or

(B) Analyse the media effects on common man with suitable theory.

UNIT-IV

4 (A) Explain the evolution of communication models in developing countries.

Or

(B) Discuss the criticism of diffusion of innovation model.

UNIT-V

5(A) Explain the role of new media in political communication in India

Or

(B) Write short notes on any **two** of the following:

- i) Constructivism
- ii) Uses of ICT
- iii) Paradigm Shift.
- iv) Postmodernism

Note: Each question may have sub-questions. Again the sub questions may have sub-sub-question).

MODEL QUESTION PAPER
(JOURNALISM AND MASS COMMUNICATION R130603)
PRE-PH.D. EXAMINATION
Paper – III: FILM STUDIES
(Regulation 2012-13 &2014-15)

Time: 3 hours

Maximum: 100 marks

Answer ALL questions. Each question carries equal marks.

5 x 20 = 100 marks

UNIT-I

1(A) Elaborate the different shots and camera angles being used in the process of film making with suitable examples.

Or

(B) Substantiate different sound effects citing suitable examples.

UNIT-II

2(A) Describe the different formats in Script writing.

Or

(B) Elucidate the concept of story boarding with the suitable examples.

UNIT-III

3(A) Explain the importance of Pre-Production work in film making.

Or

(B) Illustrate and describe the formats of lighting styles in indoor shooting.

UNIT-IV

4(A) Explain the role of On-line editing in developing the quality of film production.

Or

(B) Describe the basic transitions with suitable examples.

UNIT-V

5 (A) Explain the film genres in making films with suitable examples.

Or

(B) Write short notes on any **TWO** of the following:

- i) New Wave Cinema
- ii) Documentary
- iii) Film theory.
- iv) Cinematic Text.

Note: Each question may have sub-questions. Again the sub questions may have sub-sub- question).

MODEL QUESTION PAPER
(JOURNALISM AND MASS COMMUNICATION R130604)
PRE-PH.D. EXAMINATION
Paper – III: ADVERTISING
(Regulation 2012-13&2014-15)

Time: 3 hours

Maximum: 100 marks

Answer ALL questions. Each question carries equal marks.

5 x 20 = 100 marks

UNIT-I

1(A) Explain the concepts of advertising.

Or

(B) Describe different types of online ads with examples.

UNIT-II

2(A) Explain the functions of various departments in advertisement agencies.

Or

(B) Explain the elements in an advertisement copy with suitable examples.

UNIT-III

3(A) Explain the detailed understanding of the steps in Advertising plan.

Or

(B) Analyse the media planning in launching a new car in the market.

UNIT-IV

4(A) Explain the role of Advertisements in the process of customers' decision making.

Or

(B) Describe the stages in the decision making.

UNIT-V

5(A) Design the Advertisement copy on new car to launch in market.

Or

(B) Write short notes on any **TWO** of the following:

- i) USP
- ii) Brand Image
- iii) Emotional approach.
- iv) Advertisement Positioning.

Note: Each question may have sub-questions. Again the sub questions may have sub-sub- question).