MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI 627 012.

Syllabus for Ph.D., Course Work in Communication
(with effect from the academic year 2018-2019 onwards)

Following is the list of 10 courses carrying 4 credits each available to the Ph.D., candidates of Communication for selection according to their requirements:

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Paper 1 - RESEARCH METHODS IN COMMUNICATION

UNIT 1

Introduction to Communication Research

Fundamentals of research- Basic principles of research, Theory building, facts, concepts, constructs and definitions, Variable and its attributes, Ethics in research, Preparation of proposal, Review of literature, formation and types of hypothesis and testing of the hypothesis, Research designs, sampling designs, methods, techniques and tools of research.

UNIT 2

Research Approaches

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.

UNIT 3

Sampling Techniques

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; Sources of data - primary and secondary source; Questionnaire and schedules; Observation - participatory and non participatory; Interview method; Case study; Content analysis of audio and video.
UNIT 4
Research Applications, Analysis and Report

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. Application of Statistics; Data analysis, Inferential statistics: Indexing, citation and bibliography; Research report writing.

12 L

UNIT 5
Methodology of Teaching


10 L

REFERENCES

- Mass media research by Dominick and Wimmer
- Research methods in social relations by ClarieSelitz et al
- Mass media and the national experience: essays in communication history by Farrpr and Stevens
- Methods in social research by Kothari
Paper 2 - MEDIA USES AND EFFECTS

UNIT I

Present media context: Socio, Economic, Political and Cultural changes New Communication Technologies: Cable and Satellite Television, Telecommunications and Internet. 14 L

UNIT II


UNIT III


UNIT IV

Social and Cultural effects of New Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation New media impact on old media – ICTs for Development – Empowerment, right to information. 12 L

UNIT V

New Media Theory – Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism, Characteristics of New Media – Uses, Adoption ICT and Social Transformation – socio-technical paradigm, Information commodification new consumption norms – knowledge gap. New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Bill and Regulations 10 L
REFERENCES

• Information and Communication Technology in Development: Cases from India – Ed. By SubhashBhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000
• Global Information and World Communication (2nd edition)– by Hamid Mowlana Sage Publications, New Delhi, 1997

• Reshaping Communications: Technology, Information and Social change – By Paschel Preston, Sage Publications, New Delhi, 2001

• The media and cultural production – By P. Eric Louw, Sage publications, New Delhi, 2001
• Media morphosis – By Roger Fidler, Sage publications, 1998
• New media – By Ronald Rice, Sage Publications, 1984
• Media performance – By Denis McQuail, Sage Publications London, 1992
• New Communications Technology and the Public Interest: Comparative perspectives on policy and research – Ed. By Marjorie Ferguson, Sage publications, 1986
• Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995
• New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications
• E-Governance – by Pankaj Sharma, APH Publishing Corporation, 2004
Paper 3 - JOURNALISM

UNIT I
Imperialism and globalization; Media and cultural studies; Critical attitudes to the Four theories of the Press; Media as political subjects; Media ethics studies; Globalization theories and media Internationalization: a critical appraisal ; Globalizing media law and policy. 14 L

UNIT II
Origin and development of press – importance of Hudson to the rise of modern journalism – Guard dog theory of journalism - black era of Indian press – Indian media in the age of Globalization – characteristics of yellow journalism. 12 L

UNIT III

UNIT IV

UNIT V
Thick Journalism – formation of public opinion – emerging chaos of global news culture – the local press and the McDonaldization thesis - centrality of banal journalism in news discourse – gendered news practices in different national contexts – Concepts and case studies: Annotative reporting – Interpretative and Investigative journalism - Chequebook journalism - political, international relations, current affairs - journalism of record emerging forms and practices of online journalism – basic tools of computer assisted reporting. 10 L

REFERENCES:
UNIT I:
Definitions - Origins of semiotics – semiotics and the philosophy of language, Russian formalism, Bakhtin school, Prague structuralism, Jacobson’s communication paradigm, the advent of structuralism, post-structuralism - Buhler and intimations of semiotics, Sebeok’s Thomism, branches and scope of Peirce’s semiotic.

UNIT II:
Signs as the medium of semiotic - concept - sign systems: vocabulary, function, syntax, psychological aspects of signification - critique of sign – theories: principle of difference, paradigmatic-syntagmatic relationships, code-message, denotation-connotation, anchorage-relay, modality-representation, literary Semiotics-Doctrine of Signs - sign production: semiotics and factual elements, the problem of a typology of signs, critique of iconism, typology of modes of production.

UNIT III:
Textual analysis - aesthetic text as invention - the models: discursive, narrative, deep or abstract.

UNIT IV:
Codes – the sign function, expression and content, message and text, content and referent, meaning as cultural unit, the interpretant, KF model, Q model, over coding under coding, interplay of codes, message as an open form.

UNIT V: Possessions and commercial communication - Cine-semiology: the cinematic sign, syntagmatic types, codes-subcodes, semiotics of narrative, cinematic realism, the nature of reflexivity - Decoding advertisements: role of semiotics in consumer aesthetics research, advertising as social discourse: positioning and image creation, immunization - Television drama: the naturalism debate, Morse code, emergence of expressionism - Crisell’s semiotics of radio drama - Esslin’s radio drama signs - Marketing and semiotics: defining the scope, ideology of consumption, product conceptualization and design, signs in consumer aesthetics, consumer identity.

References:
Krampen, Martin (1981) Classics of semiotics
Martin, Bronwen (2006) Key Terms in Semiotics. Continuum books
Paper 5 - DEVELOPMENT COMMUNICATION

UNIT I

Development: meaning, concept, process - Evolution of the theory and practice of development communication - Critical perspectives - characteristics of developing societies, development dichotomies, gap between developed and developing societies - Critique of communication approaches in Third World development - Enterprise of modernization and the dominant discourse of development - Liberation theology and development - Communication strategies for empowerment - Agricultural communication and rural development.

14 L

UNIT II

Demography as development indicators - political profile (Indian constitution, Parliament, Legislative, Judiciary, political processes, centre-state relations, local governments: urban and rural) - Right to Information, Human Rights - Social stratification: development implications in rural-urban context - Pluralism and its implications - Conflict and Consensus in Indian Society - Development of behaviour, perception, learning, motivation and attitude.

12 L

UNIT III

Changing structure of Indian economy: Role and performance of agriculture - Organized and unorganized sectors - Poverty and Unemployment problems - Liberalization and Globalization - Consumer movements and Environmental movements - Role of government - Foreign investments and Role of multinational corporations - International organizations for development such as World Bank, UNDP, IMF. Development related concepts of cultural heritage, Cultural determinants of social values, beliefs and behaviour, Regional culture and ethnic identity.

12 L

UNIT IV

Comparing communication profiles and policies of Developed and Developing countries - Population, Health, Agriculture, Education, Communication/media, Industrial, Economic, Science and technology, Environment, National integration, Communalism, Religion and politics, Class and Caste conflict, Gender equality, Minimum needs, Child labour - Major Development Programmes such as Tribal development, Watershed management.

12 L


10 L
REFERENCES

Paper 6 - NEW MEDIA STUDIES

UNIT I:
Foundations and theories of media, technology, & culture-Historical Foundations of New Media: What is Technology? Digitization, Remediation, & Convergence. 14 L

UNIT II:
Theories of Media Technology-Technological Determinism, Social Construction of Technology, Social and Technical Affordances, Diffusion of Innovation, Information Society, Network Society, Networked Individualism, Social Networks, Networked Publics. 12 L

UNIT III:
Using the networks- Social production of knowledge, creative cultural production, Identity formation, Sociality, connectivity, social media, locative and mobile media. Identity formation, the body and information technology- selfies, blogs, wearable devices. 12 L

UNIT IV:
Controlling the networks- Governance of Infrastructures and Platforms, Surveillance and Privacy, Race Online, Economics and Ownership, youth media, Digital Literacy, Digital Education. 12 L

UNIT V:
Digital Inequality: Social, political and infrastructural contexts, Public sphere, polarization, citizen journalism, digital activism, Cyber culture. 10 L

REFERENCES:
1. Understanding Digital Culture, Vincent Miller
2. The Culture of Connectivity: A critical history of social media, Jose Van Dijck
3. Seeing Ourselves through Technology, Jill Walker Rettberg
4. Spreadable Media: Creating value and meaning in a networked culture, Jenkins, Ford, & Green
5. Smartphones as Locative Media –Jordan Frith
7. Frank Webster – “Theories of the Information Society” (Ch. 1-3)
8. David R. Brake – “Are we all online content creators now?: Web 2.0 and digital divides”
10. Jill Walker Rettberg – Seeing Ourselves through Technology
11. Henry Jenkins, Sam Ford, & Joshua Green – Spreadable Media: Creating value and meaning in a networked culture
12. David Buckingham – “Is there a digital generation?”
15. Jose van Dijck – “Users like you?: theorizing agency of user-generated content”
Paper 7 - Media, Gender and Human Rights

Unit I


14 L

Unit II


12 L

Unit III


12 L

Unit IV

Media stereotypes and popular culture - Media stereotypes in entertainment media – news media – representation – film, serials, news, reality shows, advertisements etc – Commercialization and Objectification

12 L

Unit V


10 L

REFERENCES

1. Gaye Tuchman, “The Symbolic Annihilation of Women by the Mass Media
2. Laura Mulvey, “Visual Pleasure and Narrative Cinema” (GMR)
3. Sandra Lee Bartky, “Femininity, Foucault and the Modernization of Patriarchal Power”
Paper 8 - Film Studies

Unit I


14 L

Unit II


12 L

Unit III


12 L

Unit IV

Film and society- Film – popular culture – Cinema and propaganda - film and politics – film and everyday life - influence studies –crime films and society – film in different political contexts around the world – film festivals.

12 L

Unit V

Research methodology in Film studies - Content analysis – Critical Discourse Analysis (CDA) in Film - Reception studies in film – Reception and negotiation - Intertextuality and postmodernism.

10 L

REFERENCES

Paper 9 – Media Audience Studies

UNIT I-
Introduction to Media Audiences - Early Audience Research - The Effects Tradition Introduction to audience analysis - Patterns of audiences: nature and characteristics - Audience demographics Audience lifestyles and psychographics.

14 L

UNIT II-
Cultural Studies and the Audience - Cross-cultural audiences: “the rest” look at the west and Cross-cultural audiences: the west looks at “the rest” - Theorizing the pleasures of popular culture - The scary world of television: Cultural Indicators & Cultivation theory.

12 L

UNIT III-
Audiences as publics Audiences, identification, and realism Audiences, Fans and Fandom - Theories and applications of the active audience - Conceptual models of the audience - Measuring Audiences: The Role of the Media Industry

12 L

UNIT IV-
Race, Identity and Media Consumption - Audiences and modernity - Audiences and new media technologies - New Media Audiences: Interactivity and Fragmentation - Media ethnography: a contested concept

12 L

UNIT V-
Trends in consumer habits and response - Media impact on audiences Techniques and strategies of collecting information - Design of a basic audience research survey - Data analysis, interpretation techniques, and research application: audience rating and experimental research

12 L

REFERENCES

Paper 10 - Mini Project

For dissertation the student has to take up a research study with the permission and approval from the guide allotted. He/she should choose from the broad field of Journalism and Mass Communication and submit the research report. The viva-voce will be held at the end of the semester.