

Central University of Punjab



Ph.D. (Mass Communication and Media Studies)

2026

Department of Mass Communication and Media Studies

Programme Graduate Attributes

1. Graduates will be able to critically analyse communication models and theories.
2. Graduates will be able to design communication strategies for government, NGO and industry.
3. Graduates will be able to discuss, analyse and predict emerging trends in media industry.

Syllabus for Ph.D. Coursework

Course Code	Course Name	L	T	P	Total Credits
JMC701	Communication Theory	4	0	0	4
JMC702	Research Methodology	4	0	0	4
JMC703	Computer Applications in Research	3	1	0	4
JMC751	Research and Publication Ethics (to be offered at University Level)	2	0	0	2
JMC.753	Curriculum, Pedagogy and Evaluation (to be offered at University Level)	1	0	0	1
JMC.752	Teaching Assistantship	0	0	2	1
	Total				16

Course Code: JMC.701
Course Title: Communication theory

L	T	P	C
4	0	0	4

Total Hours: 60

Learning outcome of the course:

- Learners will be able to
 - Explain various models and theories of communication.
 - Compare various models and theories of communication.
 - Predict trends and development in the field of communication.

Unit I Basics of Theory

(15 Hours)

- Theory: meaning, need and importance, the process of theory building
- Relationship between theory and research
- Concepts of communication in ancient Indian texts
- Asian perspectives of communication

Unit II Models of Communication

(15 Hours)

- Aristotle's model, SMCR model, Lasswell's model (1948), Braddock's model (1958)
- Shannon and Weaver's model (1949), Schramm & Osgood's model (1954)
- Newcomb's model (1953), Gerbner's model (1956), Berlo's model (1960)
- Dance's model (1967), Westley MacLean's model (1957), Spiral of Silence model (1974), Convergence model (1981), Ecological Model (2004),

Unit III Theories of Communication

(15 Hours)

- Psychological and Individual Difference Theory, Limited Effects Theory
- Personal influence theory, social learning theory, Cognitive Dissonance, Selective Perception
- Sociological Perspectives: Agenda Setting, Cultivation Theory, Diffusion of Innovation, Knowledge-Gap Hypothesis, Democratic Participation Theory, Spiral of Silence, Uses and Gratification Theory, Media Systems Dependency Theory
- Normative theory, Mass Society Theory, Propaganda Theory, Theory of Public Opinion Formation, Social Responsibility Theory, Social Marketing Theory

Unit IV Ideologies, Media and Communication

(15 Hours)

- Frankfurt School, Political Economy Theory, Cultural Studies,
- Critical Theory, Marxist Theory, textual analysis and literary criticism
- Hate Spin, Spin Doctrine, Post Truth, Public Sphere
- Medium is the Message and Manufacturing Consent, Power and Hegemony, IKS, Media as culture industry

Suggested Readings:

- Berger, A. A. (1995). *Essentials of mass communication theory*. Sage Publications.
- Dominick, J. R. (2010). *The dynamics of mass communication: Media in the digital age*, Tata McGraw-Hill Education, New York.
- Lorimer, R., & Scannell, P. (1994). *Mass communications: a comparative introduction*, Manchester University Press, Manchester.
- McQuail, D. (2010). *McQuail's mass communication theory*. Sage publications, London.
- Narula, U. (2006). *Dynamics Of Mass Communication Theory And Practice*. Atlantic Publishers, New Delhi.
- Somasundaram, V. (2005). *Principles of Communication*. Authors press, New Delhi.

Web Resources:

- www.zeepedia.com
- www.manage.gov.in
- <https://epgp.inflibnet.ac.in/>
- www.americanpressinstitute.org
- www.cjr.org

Course Code: JMC.702
Course Title: Research Methodology

L	T	P	C
4	0	0	4

Total Hours: 60

Learning outcomes of the course:-

- Learners will be able to :-
 - Discuss research problems in the field of media and communication.
 - Explain various research approaches, methods and tools.
 - Compare various research approaches, methods and tools.
 - Formulate various research problems related to media.

Unit I Historical Perspectives (15 Hours)

- Evolution and growth of communication research in the world
- Major research traditions in the communication discipline
- Brief review of research in the field of various media and communication for development (C4D)
- Contemporary scenario and challenges of communication research in India

Unit II Processes of Research (15 Hours)

- Defining research problem, framing title of the research, literature review, formulating hypothesis, research design, sampling techniques, defining variables,
- Various research approaches and process of theorizing research
- Survey, observation, experiment, case study, content analysis, policy research
- Ethnographic studies, studying visuals and moving image, historical research, meta-analysis, Semiotic Analysis, Rhetoric Analysis, Discourse Analysis

Unit III Data Collection & Processing (15 Hours)

- Questionnaire, schedule, interview, observation, focus group,
- Handling and analyzing qualitative data
- Collecting and handling quantitative data
- Presentation and interpretation of data

Unit IV Presentation of Report (15 Hours)

- Formatting and planning for report writing
- Citation and referencing, APA style, indexing, research archives, impact factor
- Research ethics, writing a research paper and synopsis, getting research published
- Communication/Media/Journalism Research Journals, studying research papers

Suggested Readings:

- Berger, A.A. (2013). *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. Sage.
- Braun, V. & Clarke, V. (2021). *Thematic analysis: A practical guide*. Sage.

- Bryman, A. (2018). *Social Research Methods*. Oxford Publication, London.
- Creswell, J. W. (2011). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage.
- Flick, U. (2017). *An Introduction to Qualitative Research*. Sage.
- Kerlinger, F. (2019). *Foundations of Behavioural Research*. Surjeet Publications.
- Kothari, C.A. (2019). *Research Methodology: Methods and Techniques*. New Age International.
- Neuman, W.L. (2010). *Social Research Methods: Qualitative and Quantitative Approaches*.
- Lincoln, Y.S. & Guba, E.G. (1985). *Naturalistic inquiry*. Sage.
- Singh, A.K. (2019). *Tests, Measurements and Research Methods in Behavioural Sciences*. Bharati Bhawan.
- Wimmer, R.D. & Dominick, J.R. (2015). *Mass Media Research : An Introduction*. Cengage Learning.

Web sources:-

- <https://epgp.inflibnet.ac.in/>
- <http://www.wimmerdominick.com/>

Course Code: JMC.703
Course Title: Computer Applications in Research

L	T	P	C
3	1	0	4

Total Hours: 60

Learning outcomes of the course:-

- Learners will be able to :-
 - Apply statistical tools used in research.
 - Choose appropriate statistical tool for particular set of data.
 - Analyze data in SPSS and MS Excel.
 - Discuss applicability of statistical tools.

Unit I Basics of Computer (15 Hours)

- Components and functioning of computer
- Microsoft Office- MS Word and MS PowerPoint
- Handling text, image and graphics
- Practicing error-free computer typing

Unit II Application of Statistics in Research (15 Hours)

- Basics of statistics, measuring central tendency – mean, median and mode,
- Frequency, dispersion and skewness, standard deviation, error in sampling, test of significance
- Parametric and non-parametric tests
- Cross tabulation, correlation, regression

Unit III Statistical Software (15 Hours)

- Use of MS Excel for data handling
- Statistical Programme for Social Sciences (SPSS)
- Feeding and analyzing data in SPSS
- Importance and application of statistical tests in research

Unit IV Internet Use for Research (15 Hours)

- Basics of Internet and its functioning
- Techniques of searching online resources efficiently and data mining
- Use of social media for academics and research
- Online networks of Indexing and database, checking plagiarism

Suggested Readings:-

- Berger, A.A. (2013). *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. Sage.
- Bryman, A. (2018). *Social Research Methods*. Oxford Publication, London.
- Creswell, J. W. (2011). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage.
- Flick, U. (2017). *An Introduction to Qualitative Research*. Sage.
- Kerlinger, F. (2019). *Foundations of Behavioural Research*. Surjeet Publications.
- Kothari, C.A. (2019). *Research Methodology: Methods and Techniques*. New Age International.

- Neuman, W.L. (2010). *Social Research Methods: Qualitative and Quantitative Approaches*.
- Singh, A.K. (2019) .*Tests, Measurements and Research Methods in Behavioural Sciences*. Bharati Bhawan.
- Wimmer, R.D. & Dominick, J.R. (2015). *Mass Media Research : An Introduction*. Cengage Learning.

Web sources:-

<https://epgp.inflibnet.ac.in/>

<http://www.wimmerdominick.com/>

Course Code: JMC.704
Course Title: Research and Publication Ethics

L	T	P	C
2	0	0	2

Total Hours: 30

Learning outcomes of the course:

- Learners will be able to:-
 - Interpret intellectual honesty and research integrity.
 - Use various open access publications
 - Evaluate predatory publications and journals.

Unit I Philosophy and Ethics (3 hours)

- Introduction to Philosophy : definition, nature and scope, content, branches
- Ethics : definition, moral philosophy, nature of moral judgements and reactions

Unit II Scientific Conduct (5 hours)

- Ethics with respect to science and research
- Intellectual honesty and research integrity
- Scientific misconducts : Falsification, Fabrication, and Plagiarism (FFP)
- Redundant publications : duplicate and overlapping publications, salami slicing
- Selective reporting and misrepresentation of data

Unit III: Applied Research in Media Studies (7 hours)

- Publication ethics : definition, introduction and importance
- Best practices/ standards setting initiatives and guidelines : COPE, WAME, etc.
- Conflicts of interest
- Publication misconduct : definition, concept, problems that lead to unethical behaviour and vice versa, types
- Violation of publication ethics, authorship and contributorship
- Identification of publication misconduct, complaints and appeals
- Predatory publishers and journals

Unit IV Open Access Publishing (4 hours)

- Open access publications and initiatives
- SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies
- Software tool to identify predatory publication developed by SPPU
- Journal finder/journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer, Journal Suggester, Etc.

Unit V Publication Misconduct (4 hours)

- Group Discussions: Subject specific ethical issues, FFP, authorship; conflicts of interest; complaints and appeals: examples and fraud from India and abroad
- Software tools: Use of plagiarism software like Turnitin Urkund and other open source software tools

Unit IV Databases and Research Metrics**(7 hours)**

- Databases: Indexing databases; Citation database: Web of Science, Scopus etc.
- Research Metrics: Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score; Metrics : h-index, g-index, i10 index, almetrics

Suggested Readings:

- Gregory, Ian. (2003). *Textbook of Research Ethics- Theory and Practice*. Continuum: London.
- Oliver, P. (2003). *The Student's Guide to Research Ethics*. Open University Press.
- Shamoo, A.E., & Resnik, D.B. (2003). *Responsible Conduct of Research*. Oxford University Press.
- Stanley, B.H., Sieber, J.E., & Melton, G.B. (1996). *Research Ethics: A Psychological Approach*. University of Nebraska.
- Wimmer, R.D. & Dominick, J.R. (2015). *Mass Media Research : An Introduction*. Cengage Learning.

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