Centre for Journalism and Mass Communication
H.N.B. Garhwal University, Srinagar (Garhwal)

Programme : Ph. D. (Journalism and Mass Communication)
Programme Code : Ph.D. (JMC)

Sub Code	Title of the Course	Credit	Maximum Marks
SOACL– C 111	Communication Research Methodology	4	100 (Th 60 + SM 40)
SOACL– C 112/ CPE-RPE - (A)	Research and Publication Ethics (RPE)	02	(Th 60 + SM 40) 50
CPE-RPE - (B)	Communication Theories	01	50
SOACL – E 113	Print Media Journalism and Press Laws **OR**	4	100 (Th 60 + SM 40)
SOACL –E 114	Development Communication	4	100 (Th 60 + SM 40)
SOACL– E 115	Electronic Media and Production **OR**	4	100 (Th 60 + SM 40)
SOACL– E 116	Advertising and Public Relations	4	100 (Th 60 + SM 40)

ORDINANCE : As per University Provisions / Regulation.

CORE PAPER / COURSE

COURSE NO. 1 (SOACL – C 111)
COMMUNICATION RESEARCH METHODOLOGY

Credit : 03
(Th 60 + SM 40)

Unit –I
Communication Research - Definition, Objectives, Importance; Criteria of Good Communication Research; Development of Communication Research with Special Reference to India; Thrust Areas in Communication Research; Problems for Researchers in India; Ethics of Research; Use of Internet in Research.

Unit-II
Typology of Research Studies; Qualitative and Quantitative Approaches; Research Problem - Selection of Problem, Techniques Involved in Defining Research Problem, Identifying Various Dimension of the Research Problem; Review of Literature; Defining Hypothesis; Characteristics and Importance of Hypothesis in Research; Types and Testing of Hypothesis; Problems in Formulating Hypothesis.

Unit- III
Research Design - Meaning and Different Types of Research Design; Advantages and Disadvantages of Various Research Designs; Need for Research Design; Feature of Good Research Design; Types of Research Design – Exploratory, Descriptive, Diagnostic and Experimental,

Unit –IV
Sampling Design – Census and Sampling Methods; Steps in Sampling Design; Criteria for Selecting a Sampling Procedure; Characteristics of a Good Sample Design; Techniques of Data Collection; Types of Data; Collection of Primary Data; Analysis and Interpretation of Data; Questionnaire; Schedule; Interview; Observation; Case Study; Survey Method; Content Analysis; Collection of Secondary Data.

Unit- V
Scrutiny of Secondary Data; Checking of Questionnaire and Schedule; Editing of Data; Codification; Transcribing; Classification; Tabulation; Comparison and Interpretations; Use of Statistics in Analysis of Data - Mean, Median, Mode, S.D. Correlations; Application of Parametric and Non-Parametric Statistics - Chi Square, Student 't' Test, Use of SPSS.
Thesis Writing, References and Preparation of Bibliography.

References :
1. Stempell and Westley (1981): Research Methods in Mass Communication, Prentice Hall, USA

2. Severin, W.J. and Tankard, J.W. (1979): Communication Theories, Origins, Methods and Uses, Hastings House Publishers, New York, USA

3. Wimmer, Roger and Dominick Joseph, 3rd edn. (1991): Mass Media Research- An Introduction, Wadsworth Publishing, USA

4. Fletcher, James (1981): Handbook of Radio and T.V. Broadcasting Ed, Van Nostrand Reinhold Company., London.

5. Thomas, Art, (1984): Studies in Mass Communication and Technology, Ed, Ablex Publishing Company, London.

6. Jensen, Klaus Bruhn, and Nicholas (1991): Qualitative Methodologies for Mass Communication Research Jankowski, Routledge, London.

7. Fiske, John (1990): Introduction to Communication Studies (2nd edn.)Routledge, London

8. Allen Robert, ((1987): Channels of Discourse, Methuen & Co. Ltd, London.

9. Corner John, (1997): International Media Research- A Critical Survey, Routledge, London.

10. Yin, Robert (1984): Case Study Research- Design and Methods, Sage, New Delhi.

11. Sparks, Glenn G.(2009):Media Effects Research: A Basic Overview, Wadsworth Publishing, USA

COURSE NO. 2 (SOACL – C 112)   Credit : 03
(Th 60 + SM 40)

(A) RESEARCH AND PUBLICATION ETHICS (RPE)   Credit : 02
About the Course :
Course Code : CPE-RPE
Overview :
This course has total 6 units focusing on basics of philosophy of science and ethics, research integrity, publication ethics. Hands-on-sessions are designed to identify research misconduct and predatory publication. Indexing and citation databases open access publications, research metrics (citations, h-index, Impact Factor, etc.) and plagiarism tools will be introduced in this course.

Pedagogy :
Class room teaching, guest lectures, group discussions and practical sessions.

Evaluation :
Continuous assessment will be done through tutorials, assignments, quizzes and group discussions. Weightage will be given for active participation. Final written examination will be conducted at the end of the course.

Course Structure :
The course comprises of six modules listed in table below. Each module has 4-5 units.

Mode	Unit title	Credit
Theory		
RPE 01	Philosophy and Ethics	4
RPE 02	Scientific Conduct	4
RPE 03	Publication Ethics	7
Practice		

RPE 04	Open Access Publishing	4
RPE 05	Publication Misconduct	4
RPE 06	Database and Research Metrics	7
Total		**30**

Syllabus in detail

THEORY

RPE 01 : PHILOSOPHY AND ETHICS (3 hrs)
1. Introduction to philosophy : definition, nature and scope, concept, branches.
2. Ethics: definition, moral philosophy nature of moral judgments and reactions.

RPE 02 : SCIENTIFIC CONDUCT (5 hrs)
1. Ethics with respect to science and research
2. Intellectual honesty and research integrity.
3. Scientific misconducts : Falsification, Fabrication and Plagiarism (FFP)
4. Redundant publication : duplicate and overlapping publications, salami slicing.
5. Selective reporting and misrepresentation of data.

RPE 03 : PUBLICATION ETHICS (7 hrs)
1. Publication ethics : definition, introduction and importance.
2. Best practices/ standards setting initiatives and guidelines : COPE, WAME, etc.
3. Conflicts of interest
4. Publication misconduct : definition, concept, problems that lead to unethical behavior and vice versa types.
5. Violation of publication ethics, authorship and contributorship.
6. Identification of publication misconduct, complaints and appeals.
7. Predatory publishers and journals.

PRACTICE

RPE 04 : OPEN ACCESS PUBLISHING (4 hrs)

1. Open access publications and initiatives
2. SHERPA/RoMEO online resource to check publisher copyright & self archiving policies.
3. Software tool to identify predatory publications developed by SPPU.
4. Journal finder/Journal suggestions tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

PRE 05 : PUBLICATION MISCONDUCT (4 hrs.)
A. Group Discussions (2 hrs.)

1. Subject specific ethical issues, FFP, authorship
2. Conflicts of interest
3. Complaints and appeals : examples and fraud from India and abroad.

B. Software tools (2 hrs.)
Use of plagiarism software like Turnitin, Urkund and other open source software tools.

PRE 06 : DATABASES AND RESEARCH METRICS (7 hrs.)
   A. Databases (4 hrs.)

     1. Indexing databases
     2. Citation databases : Web of Science, Scopus, etc.

   B. Research Metrics (3 hrs.)

     1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score.
     2. Metrics : h-index, g index, i10 index, altmetrics.

(B) COMMUNICATION THEORY   Credit : 01

Unit –I
Communication- Definition, Scope, Forms and Purpose, New Communication Technologies and Emerging Trends, Process of Communication – Source, Message, Channel, Receiver (SMCR) Feed Back, Communication Barriers.

Unit –II
Normative Theories of Media- Authoritarian Libertarian, Socialistic, Social Responsibility Development and Participatory, Gate- Keeping, Communication and Socialization, Agenda Setting.

Unit- III
Models of Communication- Aristotle Model SMR, SMCR, Shannon and Weaver's Wilbur Schramm's Model, Lasswel,

Unit –IV
Media and Violence, Women in Media, Media and Human Rights, Media and Censorship, Media and Terrorism, Media and Corruption.

References :
1. John, Bittner, (1980): Mass Communication, An Introduction, Prentice- Hall, New Jersey, USA.
2. Bugoon, et al, (1994): Human Communication, 3rd Edn., Sage, New Delhi.
3. Blake & Haroldsen, (1979): Taxonomy of Concepts in Communication, Hasting House, New York, USA
4. Mc Quail, Dennis and Windahl, Sven. (1981): Communication Models, Longman, London.
5. Singhal & Rogers (2001): India's Communication Revolution, Sage, New Delhi.
6. Srivastava, K.M. (1998): Media Towards 21st Century, Sterling Pub. New Delhi.
7. Rantanen, Terhi (2005): Media and Globalisation, Sage, London.
8. Clark, Ruth (1991): Studying Interpersonal Communication, Sage, London.
9. Fiske, John (1990): Introduction to Communication Studies, Routledge, London.

10. Khan & Kumar, K. (1993): Studies in Modern Mass Media Vol. 1&2., Kanishka Pub., New Delhi.
11. Schramm & Porter (1982): Men, Woman Messages and Media, Harper & Row Pub, NY.
12. Seetharaman, S, (1991): Communication and Culture, Associate Pub, Mysore.
13. Dominick, Joseph R.(1999): The Dynamics of Mass Communication: McGraw- Hill, USA.
14. Schramm, Wilbur (1963) Mass Communications: University of Illinois Press, Urbana (USA)

ELECTIVE PAPER / COURSE

COURSE NO. 3 (SOACL – C 113)
PRINT MEDIA JOURNALISM AND PRESS LAWS

Credit : 03
(Th 60 + SM 40)

Unit- I :
Journalism - Historical Background; News: News Values and Sources; Feature and Article Writing; Editorial and Column Writing; Reviews - Book, Theatre and Film; Organizational Set - up of Newspaper; Citizen Journalism; Effectiveness and Impact of Print Media Journalism.

Unit- II :
Principles of Reporting; Objective and Interpretative Reporting; Reporting - Crime, Accident, Sports, Political, Legislative, Culture, Court, Environment, Human Rights, Defence and War; Sting Operations and Its Ethical Issues.

Unit- III :
Principles of Editing; Responsibilities and Duties of Editorial Staff; Lay Out and Page Make-Up; Editorials and Editorial Policy..

Unit- IV :
Historical Background of Photojournalism; Principles of Photojournalism; Types of Photography - Nature Photography, Sports, Fashion and Socio-Cultural Photography.

Unit-V :
Press Laws and Ethics; Freedom of Press; Reasonable Restrictions on Press Freedom; Privacy and Right to Information; Media Ethics; Press Commissions and Press Council of India; R.N.I.; Wage Boards for Working Journalists; Cyber Laws.

References :
1. Melvin, Mencher (2003): News Reporting and Writing, Mc Graw Hill, N.Y.,USA
2. Julian et. Al., (1981): The Complete Reporter (4thed), Macmillian ,N.Y., USA
3. Macdougall (1977): Interpretative Reporting(7th ed),.Macmillian, N.Y., USA
4. Fedler, Fred, Harcout, Bruce (1979): Reporting for the Print Media (2nd ed), Bruce Jovanovich Inc. N.Y., USA

5. Vaidik, Ved Pratap, (1997) : Hindi Patarkarta Vividh Ayam, Hindi Book Centre, New Delhi.
6. Basu, Durga Das ( ) : Press Laws.
7. Kamath, M.V. (2003): Professional Journalism, Vikas Pub, Delhi.
8. Hakemulder et. al, Jan (1998): Professional Journalism, New Delhi.
9. Chauhan and Chandra Navin (1997): Journalism Today, Kanishka Pub, New Delhi.
10. Hennesay, Brendan (1989): Writing Feature Articles, Heinemann Pub, London.
11. Louis Alexander (1982): A Guide to the Art of Feature Writing -Beyond the Facts, Gulf Pub, London.
12. Metzler (1979): Creative interviewing Prentice Hall, Delhi.
13. Pant, NC and Kumar, J. (1995): Dimensions of Modern Journalism, Kanishka Pub, New Delhi.
14. Curl, David H. (1979) Photo Communication: A Guide to Creative Photography, Macmillan Publishing Co, Inc., USA.
15. Lorenz, Alfred L. and Vivian, John (2006) News Reporting and Writing: Pearson Education, New Delhi.
16. Stovall, James Glen, (2008): Writing For The Mass Media, Pearson Education, New Delhi.

OR

COURSE NO. 3(SOACL – C 114)
DEVELOPMENT COMMUNICATION

Credit : 03
(Th 60 + SM 40)

Unit – I
Development : Concept , Meaning , Indicators and Models;   Social   and Economic Approaches;
Developed And Developing Societies; Characteristics of Indian Economy; Developing Policies and Development Planning in Indian Context.

Unit – II
Development Communication: Concept, Process and Theories; Socio- Cultural and Economic Barriers; Case Studies and Experiences; Policy Strategies and Action Plans in India Context.

Unit – III
Agricultural Communication and Rural Development: The Genesis of Agricultural Extension, Extension Approach System, Diffusion of Innovation Model of Agricultural Extension; Case Studies of Communication Support to Agriculture.

Unit – IV
Development Support Communication: Population and Family Welfare; Health, Education, Environment   and Society; Formal and Non- Formal Education, Human Resource Development.

Unit – V

Role of Media In Development, Use of Traditional Media in Development; Role of Print, Film, Broadcast and New Media in Development. Effectiveness and Impact of Development Communication.

Reference:
1. Narula Uma (1999): Development Communication, Har Anand Publications Pvt Ltd., New Delhi.
2. Raghvan, Development Communication in India.
3. Melkote, S.R. and Stevens, H.L. (2001): Development Communication in the Third World, Sage Publication, New Delhi.
4. Mody, Bela (1991): Designing Messages for Development Communication, Sage Publication, New Delhi.
5. McMichael, P, (1996): Development and Social Change: A Global Perspective
6. Pine Forge Press, Thousand Oaks, CA., USA
7. Madhusudan. K (2006): Traditional Media and Development Communication, Kanishka Publication, New Delhi.
8. Rogers, Everett M.(2000):Communication and Development- Critical Perspective, Sage Pub. New Delhi.
9. Murthy, D.V.R. (2007): Development Journalism, What Next? Kanishka Publication, New Delhi.
10. Ghosh & Pramanika (2007): Panchayat System in India, Kanishka Publication, New Delhi.

COURSE NO. 4(SOACL – E 115)
ELECTRONIC MEDIA AND PRODUCTION

Credit : 03
(Th 60 + SM 40)

Unit -1
New Trends in Radio Broadcasting and Technology ; Aspects of Sound Recording; Recording and Editing Equipments; Field Recording Skills; Formats of Radio Program - Talk , Discussion, Panel Discussion, Radio Play, Feature ,Radio Commentary; Various Types of Interviews and On–Line Interview – Techniques and Presentation; Interactive Live Program.

Unit – II
Radio News Reporting; Reporting Specialized Areas; Investigative Reporting; Radio Reports; News Writing; Editing and Structuring Radio Copy; Editing Agency Copy; Linear and Non-Linear Editing; Compiling Radio Program; Process and Techniques of Radio Program; Editing and Production; Radio Newsreel; Current Affairs Program; Radio Documentary and O.B. Production; A.M. and F.M. Radio.

Unit – III
Basics of T.V. Production – Field Lights, Studio Lights, Studio Sets and Make-Up; Format of T.V. Programs – Studio Interview, Studio Discussion, Studio Chat Shows with Audience Participation; T.V. Documentary Production, Corporate Video Production;

Unit-IV

Writing for Television; Television Reporting - Visualizing News; Interview Techniques; T.V. Studio and Field Interviews; Piece to Camera and Voice - Over; Reporting - Investigative, Socio - Economic, Sports and Human Interest Stories; Television News Editing; Television Anchoring; T.V. Studio Discussion; Sequencing and News Packages, Planning Production and Compilation of News Programs; Television Anchoring , Facing Camera – Eye Contact, use of Teleprompter.

Unit- V

Satellite Communication and its Impact; Internet and Broadcast Media; Effectiveness and Impact of Electronic Media in the Field of Socio- Economic , Cultural, Political, Environmental, Sports, and Science; Role of Community Radio in Development Programs.

Reference

1. Shrivastava, K.M. (1989): Radio and T.V. Journalism, Stering Pub., New Delhi
2. Acharya, A.N. (1987): Television in India, Manas Publications, New Delhi.
3. Mann, Gurmeet Singh (1987): The Story of Mass Media, Harnam Pub., New Delhi.
4. Bittner, John (1981): Professional Broadcasting : a Brief Introduction, Prentice Hall, USA
5. Hilliart, Robert, (2004): Writing for Television, Radio and New Media (8th ed) Wadsworth Pub, Belmont. USA
6. White, Ted (2006): Broadcast News Writing, Reporting and Producing (4thed), Focal Press, Oxford., UK
7. Armer Alan (1990): Directing Television and Film (2nd edn)Wadsworth Pub, CA., USA
8. Boyd Andrew (2000): Broadcast Journalism (5th ed), Focal Press, UK
9. Orlebar, Jeremy and Bignell, Jonathan (2005): The Television Handbook (Media Practice), Routledge, London.
10. Butcher, Melissa, (2003): Transnational Television: Cultural Identity and Change, Sage Pub, London.
11. livingstone, Sonia M. (1998): Making Sense of Television, The Psychology of Audience Interpretation(2nd edn) Routledge, London.
12. Srivastava, H.O. (2000): Broadcast Technology : A Review, Gyan Publishing House, New Delhi.

OR

COURSE NO. 4 SOACL – E 116
ADVERTISING AND PUBLIC RELATION

Credit : 03
(Th 60 + SM 40)

Unit- I :

Historical Background of Advertising : National and Global Context; Types of Advertising; Latest Trends in Advertising; Advertising Media; Copy Writing; Visualizing; Layout; Advertising Appeals; Advertising Campaign; Agency-Client Relationship; Advertising Agency- Structure, Management And Functions.

Unit- II :

Consumer Behavior; Consumerism – Pros and Cons; Brand Management; Brand Analysis, Brand Image, Brand Equity, Brand Promotion, Strategies, Laws and Ethics of Advertising.

Unit-III:

Historical Background of Public Relations; Publicity, Public Relation and Propaganda; Public Relations - Objectives and Functions; P.R. Tools, P.R. Agencies; Laws and Ethics of P.R.

Unit- IV :

Fundamentals of Corporate Communication; Crisis Management; Image Building; Role of Corporate Communication in Crisis and Disaster Management. E-P.R – Concepts and Objectives.

Unit- V:

P.R. in Government, Semi-Government, Private and Non- Government Organizations (NGOs); Advertising Effectiveness; Advertising Impact Studies – Socio - Economic, Political and Developmental; Case Studies.

Reference

1. Kleppner, Otto (1980): Fundamentals of Advertising, Prentice Hall, New Jersey, U.S.A.
2. Ogilvy, David(1985) Ogilvy on Advertising, Vintage
3. Hart, Norman (1990): The Practice of Advertising (3rd Fdn) Heinemann Pub, London.
4. De Mooij, Marieke, (1998): Global Marketing and Advertising: Understanding Cultural Paradoxes, Sage, New Delhi.
5. De Mooji, Marieke (1994): Advertising Worldwide (2nd Fdn)Prentice Hall, U.S.A.
6. Wernick, Andrew (1994): Promotional Culture: Advertising, Ideology, Symbolic Expression, Sage, London.
7. Gupta, Sen (1990): Brand Positioning, Tata McGraw Hill, New Delhi.
8. Mohan,. M. (1989): Advertising Management Concepts and Cases, Tata McGraw Hill.
9. Haskins & Kendrick (1991): Successful advertising Research Methods, NTC Business Books.
10. Fletcher & Bowers (1979): Fundamentals of Advertising Research, Grid Pub.
11. Vaz, Michael (1996): Paralikar Vinayak, Monteiro Nelson Manan Prakashan, Mumbai.
12. Kazmi, SHH , Batra, Satish K. (2004): Advertising and Sales Promotion , Excel Book Publication.
13. Gupta, Om, (2005): Advertising in India: Trands and Impact, Kalpaz Publication, Delhi.
14. Kaptan, S.S (2002): Advertising: New Concepts, Sarups and Sons, New Delhi.
15. Rajendra (1972): Loksampark, A.L. Printers, Pratap Bhavan , New Delhi.