

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY  
Sector – 16C Dwarka, New Delhi – 110078

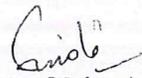
Io. IPU/JR(C)/45<sup>th</sup> AC/2019/613

Dated: 01/04/2019

CIRCULAR

Please find enclosed herewith the proceedings of the 45<sup>th</sup> meeting of the Academic Council of the Guru Gobind Singh Indraprastha University held on 19/03/2019, the Conference Hall of the University, Administrative Block-'A' Dwarka Campus, New Delhi - 110078.

Observations, if any may kindly be communicated to the office of the undersigned, for further appropriate action on or before 01/04/2019 (Monday) by 11.00 AM. In consequence to no observation(s) communicated, the proceedings will be assumed as deemed approved.

  
(Sunita Shiva)

(Joint Registrar)

coordination112@gmail.com

011-25302136

No. IPU/JR(C)/45<sup>th</sup> AC /2019/613

Dated: 01/04/2019

- 1) All Deans and Directors, Proctor, Librarian, Guru Gobind Singh Indraprastha University
- 2) Prof. P.K. Jhulka, (Retired), Max Institute of Cancer Care, 26-A Ring Road, Nirmal Colony, Block-2, Lajpat Nagar-IV, New Delhi-110024.
- 3) Prof. M.C. Sharma, 109, Nav Shakti Sadan, Sector 13, Rohini, New Delhi-110085.
- 4) Prof. Karmeshu, (Retired), 150, Deepali, Road No. 42, Pitampura, Delhi-110034.
- 5) Shri. Sandeep Gupta, 100 UB Jawahar Nagar, Delhi-110007.
- 6) Prof. Rajiv Bhat, School of Biotechnology, Jawaharlal Nehru University, New Delhi
- 7) Prof. (Dr.) Pradeep Kulshrestha, Dean, School of Law, Sharda University, Greater Noida-201306 (UP)
- 8) Dr. Rupal S. Randhawa, 204-A, Pocket B, Mayur Vihar, Phase-2, New Delhi-110091
- 9) Prof. P.N. Varshney, E-30, Greater Kailash-III, New Delhi-110048.
- 10) Dr. Jagdish Lal Gupta, CP-18, Maurya Enclave, Pitam Pura, Delhi-110034.
- 11) Sh. Arvind Misra, 5/101, Mathura Road, Agra-282002
- 12) Prof. Sanjiv Mittal, Professor, University School of Management Studies
- 13) Prof. U.K. Mandal, Professor, University School of Chemical Technology
- 14) Prof. Udayan Ghosh, Professor, University School of Information Communication & Technology
- 15) Dr. Nimisha Sharma, Associate Professor, University School of Biotechnology
- 16) Dr. Gulshan Dhamija, Asst. Professor, University School of Basic and Applied Science.

**Copy for kind information of the competent authority:**

- (i) AR to the Vice Chancellor GGSIP University
- (ii) SO to the Pro-Vice Chancellor GGSIP University
- (iii) AR to the Registrar GGSIP University

(Sunita Shiva)

(Joint Registrar)

coordination112@gmail.com

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**

**SECTOR – 16 C, DWARKA, NEW DELHI - 110078**



**FORTY FIFTH MEETING OF THE ACADEMIC COUNCIL**

**DATE : 19<sup>th</sup> March, 2019 (Tuesday)**

**TIME : 11.30 A.M. Onwards**

**VENUE : VC SECTT., (Conference hall)**

**PROCEEDINGS OF 45<sup>th</sup> ACADEMIC COUNCIL MEETING**

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01	AC45.01	To confirm the minutes of 44 <sup>th</sup> meeting of the Academic Council held on 03/05/2018.	07
02	AC45.02	To consider and approve the action taken report on the proceedings of 44 <sup>th</sup> meeting of the Academic Council held on 03/05/2018.	07
03	AC45.03	To consider and ratify the revised syllabus and curriculum for Bachelor of Physiotherapy (BPT) programme implemented w.e.f. the Academic Session 2018-2019.	07
04	AC45.04	To consider and ratify the revised scheme of examination for M.A. Criminology programme implemented w.e.f. the Academic Session 2018-2019.	07
05	AC45.05	To consider and approve the change of nomenclature from B.Sc. (Yoga Science) to B.Sc. (Yoga), change of eligibility criteria and revised syllabus for the programme B.Sc. (Yoga) to be implemented w.e.f. the Academic Session 2019-2020.	07
06	AC45.06	To consider and approve the proposal for starting P.G. Diploma in Yoga Therapy for Medicos and Para medicos at Morarji Desai National Institute of Yoga to be implemented w.e.f. the Academic Session 2019-2020.	08
07	AC45.07	To Consider and approve the proposal for starting M.Sc. (Yoga) Programme at Morarji Desai National Institute of Yoga to be implemented w.e.f. the Academic Session 2019-2020.	08
08	AC45.08	To consider and ratify the revised syllabus for Bachelor of Architecture (B.Arch.) Second Semester Programme implemented w.e.f. the Academic Session 2018-2019.	08
09	AC45.09	To consider and ratify the course content and scheme of examination for Ph.D. course work (Mass Communication) implemented w.e.f. the Academic Session 2018-2019.	08
10	AC45.10	To consider inclusion of Defence Priority in Admission Brochure for the Academic Session 2019-2020 as mentioned in the Letter No. F.No.6(1)/2017/D(Res.II) from Govt of India, Ministry of Defence, Department of Ex-Servicemen Welfare dated 21/05/2018.	07
11.	AC45.11	To consider and approve the University Grants Commission Regulations on Minimum Qualification for Appointment of Teachers and other Academic Staff in Universities and Colleges and Measures for the Maintenance of Standards in Higher Education 2018, notified vide Gazette Notification No.F.1-2/2017(EC/PS) dated.18.07.2018 for adoption and implementation in Guru Gobind Singh Indraprastha University.	09
12.	AC45.12	To consider and ratify the revised scheme and syllabus of Ph.D. Course Work (Education) for Academic Session 2018-2019.	09
13.	AC45.13	To consider and ratify the revised scheme of examination and syllabus for first Semester for (B.Arch.) Programme implemented w.e.f. the Academic Session 2018-2019.	09
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Sl.No	AGENDA ITEM(S) No.	Particulars	Page No.
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17	AC45.17	To consider and approve the rectification in the Regulation for the Award of Certificates of Merit and Certificates of Exemplary Performance.	10
18	AC45.18	To consider and approve the recommendations of the committee duly constituted by the Vice Chancellor to holistically review the process of Upgradation/Branch Change and Migration for Academic Session 2019-2020 onwards.	11 <sup>d</sup>
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20	AC45.20	To consider and approve the revised scheme and syllabi in Ph.D. programme of the University School of Law & Legal Studies from the Academic Session 2019-2020.	11
21	AC45.21	To consider and approve scheme and syllabi of proposed diploma course by the University School of Law & Legal Studies: Post Graduate Diploma in Cyber Crime and Law, at Lok Nayak Jayaprakash Narayan National Institute of Criminology & Forensic Science, New Delhi from the Academic Session 2019-2020.	11
22	AC45.22	To consider and approve the revised scheme and syllabus of examination of M.A.(English) programme from the Academic Session 2019-2020.	12
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24	AC45.24	To consider and approve the case of Mr. Gaurav Joshiya (Enrolment no. 0111043610) B.Tech Student for appearing in the Examination as a special case.	12
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Sl.No	AGENDA ITEM(S) No.	Particulars	Page No.
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29	AC45.29	To consider and approve the Changes required in the present course of MBA. The present scheme and Syllabus of MBA was introduced in 2017 and it has gone through one full cycle of teaching. There are few changes required in this syllabus as per the feedback from various stake holders and the present industrial requirements.	14
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Any other item with permission of the Chair.			



**Agenda Item No. AC45.06: To consider and approve the proposal for starting P.G. Diploma in Yoga Therapy for Medicos and Paramedicos at Morarji Desai National Institute of Yoga to be implemented w.e.f. the Academic Session 2019-2020.**

The Academic Council considered and approved the proposal for starting P.G. Diploma in Yoga Therapy for Medicos and Para medicos at Morarji Desai National Institute of Yoga to be implemented w.e.f. the Academic Session 2019-2020.

Details annexed as Annexure-E (page E-01 to E-05).

**Agenda Item No.AC45.07: To Consider and approve the proposal for starting M.Sc. (Yoga) Programme at Morarji Desai National Institute of Yoga to be implemented w.e.f. the Academic Session 2019-2020.**

The Academic Council considered and approved the proposal for starting M.Sc. (Yoga) Programme at Morarji Desai National Institute of Yoga to be implemented w.e.f. the Academic Session 2019-2020.

Details annexed as Annexure-F (page F-01 to F-05).

**Agenda Item No. AC45.08: To consider and ratify the revised syllabus for Bachelor of Architecture Programme (B.Arch.) Second Semester implemented w.e.f. the Academic Session 2018-2019.**

The Academic Council considered and ratified the revised syllabus for Bachelor of Architecture (B.Arch.) Programme Second Semester implemented w.e.f. the Academic Session 2018-2019.

Details annexed as Annexure-G (page G-01 to G-21).

**Agenda Item No. AC44.09: To consider and ratify the course content and scheme of examination for Ph.D. course work (Mass Communication) implemented w.e.f. the Academic Session 2018-2019.**

The Academic Council considered and ratified the course content and scheme of examination for Ph.D. course work (Mass Communication) which has been implemented from the Academic Session 2018-2019.

Details annexed as Annexure-H (page H-01 to H-23).

*Sharma*

# UNIVERSITY SCHOOL OF MASS COMMUNICATION

## Ph.D. COURSE-WORK(MASS COMMUNICATION)

### SYLLABUS

&

### SCHEME OF EXAMINATION



GURU GOBIND SINGH  
INDRAPRASTHA  
UNIVERSITY

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**

**SECTOR-16-C, DWARKA, NEW DELHI-110078**

1. *Approved by Academic Council in its 45<sup>th</sup> meeting held on 19/03/2019 vide Agenda item 45.09.*
2. *Effective from the Academic Session 2018-19 onwards*

**UNIVERSITY SCHOOL OF MASS COMMUNICATION**  
**GGG INDRAPRASTHA UNIVERSITY, NEW DELHI -110 078**

**Ph.D. COURSE WORK FOR MASS COMMUNICATION**  
**(OUTLINE & SCHEME OF EXAMINATION)**

**ONE SEMESTER**

Sr. No	Course Code*	Title of the Course	Teaching Hours Per Week			Credits	Mode of Examination
			L	T	P/S		
1	MC PhD 801	Research Methodology (Mass Communication)	3	1	-	4	University Exams
2	MC PhD 803	Research Writing and Ethics	2	1	-	3	University Exams
3	MC PhD 805	Research and Publication Ethics**	1		1	2	University Exams
<b>Elective (Any one of the following)</b>							
3	MC PhD 807	Discourses in Advertising and Public Relations Research	3	-	-	3	University Exams
	MC PhD 809	Communication and Development Issues	3	-	-	3	University Exams
	MC PhD 811	Analyzing Media Messages & Audiences	3	-	-	3	University Exams
	MC PhD 813	Journalism Studies	3	-	-	3	University Exams
	MC PhD 815	Hindi Cinema Studies	3	-	-	3	University Exams
	MC PhD 817	Issues in Media Economy	3	-	-	3	University Exams
	MC PhD 819	Media, Youth and Participatory Governance	3	-	-	3	University Exams
<b>Field Work and Project</b>							
4	MC PhD 851	Project and Seminar	-	-	2	2	Non-University Exams

\*NOTE: TO BE PROVIDED BY THE EXAMINATION BRANCH.

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2. Effective from the Academic Session 2018-19 onwards

**UNIVERSITY SCHOOL OF MASS COMMUNICATION  
GGG INDRAPRASTHA UNIVERSITY, NEW DELHI- 110078**

**Ph.D. Course Work (Mass Communication)**

<b>Paper Code:</b>	<b>MC PhD 801</b>
<b>Nomenclature of the Paper:</b>	<b>Research Methodology (Mass Communication)</b>
<b>Lectures: 3, Tutorial: 1</b>	<b>Total Marks: 100 Marks</b>
<b>Total Credits: 4</b>	<b>Mode of Exam: UES</b>

**Objective:** To equip the students with conceptual understanding of media research; to enable them to use various research methodologies and tools

**Detailed Course Content**

**UNIT-1: Media Research: An Introduction**

History of Media Research, Nature and Scope of Mass Communication Research, Discourses in Media Research (Various Schools of Thought)

**UNIT 2: Research Design & Methods**

Empirical and Exploratory design in Mass Communication Research, Ethnography, Sampling, Methodologies: Survey Research, Content Analysis (Quantitative & Qualitative), Panel Studies, Critical Discourse Analysis, Case Study Method, Participant Observation, Focus Group Discussion.

**UNIT3: Media Research Tools & Analysis**

Tools of Data Collection (Questionnaire, Code Book, Interview and Observation Schedules, Measurement Scales), Data Movement and Data Availability in Cyber Space, Digital Data Retrieval & Harvesting, Digital Data Analysis, Social Media Analysis, Use of Statistics for Data Analysis, Introduction to SPSS, its Applications, Qualitative Analysis Software like Atlas.ti and Others.

**UNIT 4: Assignments**

Assignments and Review of Design and Methods in Research Papers and Reports.

**Recommended Reading:**

1. Berger, A.A. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage Publications.
2. Creswell, W, J. (2011) *Research Design*. London: Sage Publications.
3. De Fleur, Melvin & Ball-Rokeach, S. J., (1989). *Theories of Mass Communication*. New York: Longman.
4. Hansen, Anders et al. (2004). *Mass Communication Research Methods*. London: Macmillan.
5. Lindolf, Thomas R. (1995). *Qualitative Communication Research Methods*. California: Sage.

1. Approved by Academic Council in its 45<sup>th</sup> meeting held on 19/03/2019 vide Agenda item 45.09.
2. Effective from the Academic Session 2018-19 onwards

6. Littlejohn, Stephen W. (1983). *Theories of Human Communication*. Belmont: Wadsworth.
7. Machin, D.(2002). *Ethnographic Research for Media Studies*. London: Arnold; New York: OUP.
8. Priest,S. (2010).*Doing Media Research*, London: Sage Publications.
9. Treadwell,D.(2011).*Introducing Communication Research: Paths of Inquiry*. London: Sage Publications
10. Van Dijk, Teun A. ed. (1997). *Discourse Studies: A Multidisciplinary Introduction*. London: Sage Publication.

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**Ph.D. Course Work (Mass Communication)**

<b>Paper Code:</b>	<b>MC PhD 803</b>
<b>Nomenclature of the Paper:</b>	<b>Research Writing and Ethics</b>
<b>Lectures: 2, Tutorial: 1</b>	<b>Total Marks: 100 Marks</b>
<b>Total Credits: 3</b>	<b>Mode of Exam: UES</b>

**Objective:** To impart knowledge about the ethical issues in conducting research; to help the scholars in drafting a research proposal/ synopsis based on learnings of Research Design; to explain the various components of a research report.

**UNIT 1: Research Ethics**

Honesty and Research Ethics, Need for Ethics in Research, Intellectual Ownership and Plagiarism in Academic Research, Ethical Policies, Permissions and Committees, Various Softwares to Check Academic Theft.

**UNIT 2: Thesis Writing: Elements of a Research Report**

Selecting a Topic, Identification of a Research Problem, Literature Survey, Framing Research Questions /Hypothesis, Methodology, Data Presentation & Interpretation, Discussion of Results, Conclusion.

**UNIT 3: Thesis Writing: Syntax and Style**

Basic Writing Skills, APA Style Sheet, Use of End Notes and Footnotes in Referencing, Cross Referencing, in Text- Citations, Bibliography, Use of Tables, Graphs and Images.

**UNIT 4: Assignments**

Writing an Abstract, Book Review, Review of Literature and on any Specific Area of Study.

**Recommended Readings**

1. Berelson, B.(1952). *Content Analysis in Communication Research*. Glencoe: Free Press of Glencoe.
  2. Day, Robert, and Barbara Gastel(2012). *How to Write and Publish a Scientific Paper*. (7th ed.). Cambridge: Cambridge University Press.
  3. Fairclough, Norman (1995). *Media Discourse*. London: Edward Arnold.
  4. Hannah, Farrimond(2012).*Doing Ethical Research*. UK: Palgrave Macmillan Publications
  5. Körner, Ann M.(2008). *Guide to Publishing a Scientific Paper*.Oxon: Routledge.
  6. Littlejohn, Stephen W. (1983). *Theories of Human Communication*. Belmont: Wadsworth.
  7. Van Dijk, Teun A. (ed.) (1997). *Discourse Studies: A Multidisciplinary Introduction*. London: Sage Publications.
  8. Walliman, N. (2016). *Your Research Project*.(3<sup>rd</sup>ed.). London: Sage Publications.
  9. Wayne , C. B.(1995). *The Craft of Research: Chicago Guides to Writing, Editing and Publishing*.Chicago: Chicago Press.
1. Approved by Academic Council in its 45<sup>th</sup> meeting held on 19/03/2019 vide Agenda item 45.09.
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**UNIVERSITY SCHOOL OF MASS COMMUNICATION**

**GGG INDRAPRASTHA UNIVERSITY, NEW DELHI- 110078**

**Ph.D. Course Work (Mass Communication)**

**Paper Code:** MC PhD 805  
**Nomenclature of the Paper:** Research and Publication Ethics

**Lectures:** 2  
**Total Credits:** 2  
**Total Marks:** 100 Marks  
**Mode of Exam:** UES

**Objective:** Hands-on-sessions of the course are designed to identify research misconduct and predatory publications. Indexing and citation databases, open access publications, research metrics (citations, h-index, Impact Factor, etc.) and plagiarism tools will be introduced in this course.

**Detailed Course Content**

**UNIT-1: Philosophy and Ethics**

1. Introduction to philosophy: definition, nature and scope, concept, branches
2. Ethics: definition, moral philosophy, nature of moral judgements and reactions

**UNIT- 2: Scientific Conduct**

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

**UNIT -3: Publication Ethics**

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 behaviour 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

### UNIT- 4: Open Access Publishing

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 suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc

### UNIT -5: Publication Misconduct

#### A. Group Discussions

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

Use of plagiarism software like Turnitin, Urkund and other open source software tools

### UNIT- 6: Database and Research Metrics

#### A. Databases

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

#### B. Research Metrics

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

#### Recommended Reading:

1. Bird, A. (2006). Philosophy of Science, Routledge
2. MacIntyre, Alasdair (1967) A Short History of Ethics, London.
3. P. Chaddah, (2018) Ethics in Competitive Research: Do not get scooped; do not get plagiarized, ISBN: 978-9387480865
4. Beall, J. (2012). Predatory publishers are corrupting open access. Nature, 489(7415), 179-179. <https://doi.org/10.1038/489179a>

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**Ph.D. Course Work (Mass Communication)**

<b>Paper Code:</b>	<b>MC PhD 807(Elective)</b>
<b>Nomenclature of the Paper:</b>	<b>Discourses in Advertising &amp; Public Relations Research</b>
<b>Lectures: 3</b>	<b>Total Marks: 100 Marks</b>
<b>Total Credits: 3</b>	<b>Mode of Exam: UES</b>

**Objective:** To integrate the understanding of various research areas in the field of advertising and public relations with social, cultural and market effects; to review the existing knowledge on executions, planning and evaluation of promotional communication; to bring in awareness regarding ethical issues and regulatory mechanisms.

**Detailed Course Content**

**Unit 1: Advertising as a Socio-Cultural System**

1. Contemporary Approaches in Marketing Communications
2. Advertising Uses and Gratifications
3. Reflections on (Un)intended Consequences of Advertising, Laws and Self-Regulation
4. Advertising Literacy and Advertising Effects Research
5. Issues in use of Children in Advertising, Pester Power, Surrogate Advertising.

**Unit 2: Advertising: Ideas, Interpretation & Ideology**

1. Deep Insights into Consumer Research & Semiotics in Global and Indian Practices.
2. Deconstructing Advertising Messages: Reading Ads vis-a-vis Making Ads
3. Postmodern Advertising ( Texts and Visuals ): Gender Agenda, Representations of Class,Race, Colour, Region and Rights
4. Debates on Changes in Advertising with New Media

**Unit 3: Composite Study of Public Relations**

1. Public Relations Methods, Challenges and Opportunities: Conceptual Approaches
2. Functional Approaches: Identity, Image and Reputation Management
3. Political Communication, Theories of Rhetorics
4. Gaps in PR Research

**Unit 4: PR, Society & Technology**

1. PR and Social Responsibility: Researches into Corporate Citizenship, CSR.
  2. Case Studies on Public Affairs and Corporate Affairs in India Post Globalization.
  3. Public Relations- Laws and Ethics. Interdependence of PR and Media.
1. Approved by Academic Council in its 45<sup>th</sup> meeting held on 19/03/2019 vide Agenda item 45.09.
  2. Effective from the Academic Session 2018-19 onwards

4. Practices and Developments in Public Relations and the Social Web.

**Recommended Readings:**

1. Berger, A. A. (2011). *Ads, Fads and Consumer Culture*. United Kingdom: Rowman and Littlefield Publishers.
2. Davis, J.J. (2011). *Advertising Research: Theory and Practice (2<sup>nd</sup> ed.)*. London: Pearson.
3. Dyer.G. (1982). *Advertising as Communication*. London: Routledge.
4. Goldman, R. (1992). *Reading Ads Socially*. London: Routledge.
5. Hackley, C. (eds) (2010). *Advertising Management, Vol 1-2*. London: Sage Publications.
6. Jethwaney, J. (2010). *Corporate Communication*. New Delhi: OUP.
7. JoepCornilleison (2010). *Corporate Communication*. London: Sage Publications
8. Jugenheimer, Kelley, Hudson& Bradley. (2010). *Advertising and Public Relations Research( 2<sup>nd</sup> ed)*. London: Routledge.
9. Leiss, W., Kline, S. And Jhally, S. (1990). *Social Communication in Advertising*. Toronto: Methuen.

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**Ph.D. Course Work (Mass Communication)**

<b>Paper Code:</b>	<b>MC PhD 809(Elective)</b>
<b>Nomenclature of the Paper:</b>	<b>Communication and Development Issues</b>
<b>Lectures: 3</b>	<b>Total Marks: 100 Marks</b>
<b>Total Credits: 3</b>	<b>Mode of Exam: UES</b>

**Objective:** To acquaint the scholars with various issues of development; to make them understand the value of research in development communication.

**Detailed Course Content**

**Unit 1: Development Concepts**

Changing Paradigms of Development, Theories of Development and Communication, Programmes, Indicators of Development, Development Initiatives, Sustainable Development Goals and Research Milestones in Development. Review of Many Voices One World.

**Unit 2: Development Issues**

Issues in Developed and Emerging Developing Economies, Development for Deprived, Underprivileged and Differently Abled People, Human and Child Rights issues and Human Trafficking, Gender Empowerment Measures, Emerging Issues.

**Unit 3: Communication for Development**

Development Communication and Development Support Communication, Participatory Approach, Extension, Mass Communication System and Development, Researches in Development Communication.

**Unit 4: Programme Development and Intervention**

Designing Development Programmes, Social Marketing, Advocacy, Social Mobilization and Communication. Implementation and Evaluation of Intervention Programme for Different Target Groups in the Area of Agrarian Economy, Wealth, Education, Environment, Panchayati Raaj, Rural Development, Women and Child Development.

**Recommended Readings:**

1. Alex, G; Derek, B. (2000). *Monitoring and Evaluation for AKIS Projects: Framework and Options*. World Bank.
  2. Cracknell, B.E. (2000). *Evaluating Development Aid-Issues Problems and Solutions*. New Delhi: Sage Publications.
  3. Drez, J. and Sen A.K.(1995). *India Economic Development and Social Opportunities*, New Delhi: OUP.
  4. Estrella, M. (ed). (2000). *Learning from Change: Issues and Experiences in Participatory Monitoring and Evaluation*. London: IT Publications.
1. Approved by Academic Council in its 45<sup>th</sup> meeting held on 19/03/2019 vide Agenda item 45.09.
  2. Effective from the Academic Session 2018-19 onwards

5. Jethwaney, J. (2016). *Social Sector Communication in India- Concepts, Principles and Case Studies*, New Delhi: Sage Publications.
6. Kumar, S. (2002). *Methods for Community Participation: A Complete Guide for Practitioners*. New Delhi: Vistaar Publications.
7. Kusek; Jody, Z& Ray, C. (2004). *Ten Steps to a Results-Based Monitoring and Evaluation System: A Handbook for Development Practitioners*. World Bank.
8. McBride, Sean. *Many Voices One World*. UNESCO Publication
9. Reidar, D. (2004). *Evaluating Development Programmes and Projects*. New Delhi: Sage Publications.
10. Servaes, J. (2008). *Communication for Development and Social Change*. New Delhi: Sage Publications.
11. Todaro, M.P. & Smith S. (1985). *Development in the Third World*, New Delhi: Orient Longman.

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**Ph.D. Course Work (Mass Communication)**

<b>Paper Code:</b>	<b>MC PhD 811(Elective)</b>
<b>Nomenclature of the Paper:</b>	<b>Analysing Media Messages and Audiences</b>
<b>Lectures: 3</b>	<b>Total Marks: 100 Marks</b>
<b>Total Credits: 3</b>	<b>Mode of Exam: UES</b>

**Objective:** To facilitate the scholar in deconstruction of mass media messages in print, radio and television; to provide insight into various concepts of audience research; to equip them with knowledge on Radio, Television and Internet Audience Measurement.

**Detailed Course Content**

**Unit I: Media Content &Codes**

Understanding the Theoretical Approaches via-a-vis Popular Media(Music, Dance, Film and Comics),Violence InducingContent in Media,Effects of News and Political Content ,Media Frames and Conflicts,Media Stereotypes; Representations of Gender, Race, Caste, Class and Identity in Media.

**Unit II: Media Usage and Consumption**

Understanding Media Consumers and Audiences,Active vs Passive Consumption, Newspaper Reading Habits, Television Viewing Patterns, Internet and Mobile Usage, Media Multitasking.

**Unit III: Media Literacy**

Nature and Scope ofMedia Literacy, Theoretical Approaches in Media Literacy, Need for Media Literacy, Techniques of Media Literacy, Media Literacy Education (Developing Media Skills in Children, Adolescents and Adults), Specific Dimensions of News and Advertising Literacy.

**Unit III: Audience Measurement**

Audience Formation and Experience, Audience Theories and Research Traditions, Concept of Audience Measurement, Audience Opinion and Response, TAM& BARC, RAM, IRS, Social Media Analytics.

**Recommended Readings**

1. Baran, Stanlay (2010). *Introduction to Mass Communication: Media Literacy and Culture with Media World*. USA: McGraw Hill Publications.
2. Biagi,(2010). *Media/Impact: An Introduction to Mass Media* (10<sup>th</sup> ed.). Boston: Wadsworth Cenage Learning.
3. Bryant, J and Oliver,M.(2009). *Media Effects: Advances in Theory and Research*(3<sup>rd</sup>ed.), New York: Routledge.
1. Approved by Academic Council in its 45<sup>th</sup> meeting held on 19/03/2019 vide Agenda item 45.09.
2. Effective from the Academic Session 2018-19 onwards

4. Burn, A & Parker, D.(2003).*Analysing Media Texts*. London; New York: Continuum.
5. Diggs-Brown. (2012). *Strategic Public Relations: Audience Focused Approach* Boston: Wadsworth Cenage Learning.
6. Mytton G., Diem P. and Hein P. (2016).*Media Audience Research*. London: Sage Publications.
7. Potter,J.(2010) *Media Literacy: Keys to Interpreting Media Messages* (7th ed.).London:Sage Publications.
8. Sparks,G. (2013). *Media Effects Research, A Basic Overview*(4<sup>th</sup> ed., Boston: Wadsworth Cenage Learning.
9. Sullivan , J.L. (2012) *Media Audiences: Effects, Users, Institutions, and Power*. London: Sage Publications.
10. Webster,J., Phalen,P. and Lichty (2013). *Ratings Analysis: Audience Measurement and Analytics*. London: Routledge Communication Series.

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**Ph.D. Course Work(Mass Communication)**

<b>Paper Code:</b>	<b>MC PhD 813(Elective)</b>
<b>Nomenclature of the Paper:</b>	<b>Journalism Studies</b>
<b>Lectures: 3</b>	<b>Total Marks: 100 Marks</b>
<b>Total Credits: 3</b>	<b>Mode of Exam: UES</b>

**Objective:** To familiarize scholars with current trends in Journalism and enable them to relate propounded theories of journalism with practice; to instil deeper understanding of advanced journalism and make them understand the utility of research and studies in the field.

**Detailed Course Content**

**Unit 1: Current trends in News Media**

Collection of Data and Analysis of Facts and Figures, Writing for Print, TV, Radio and New Media; Interpretation of News for Readers, Audience, Understanding Audience to Meet their Needs, Infographics.

**Unit 2: Theories Related to Journalism**

Agenda Setting: Priming, Framing of News; Two Step Flow, Limited Effects, Spiral of Silence, Third Person Effect, Sociology of News, New Media-New Theory.

**Unit 3: Advance Journalism and Its Practices**

Legislative, Development, Science, Sports, Conflict, Human Rights, Law, Gender, Caste, Politics, Economics, Coverage of Routine Stories; Interpretative and In-depth Analysis.

**Unit 4: Research and Studies in Journalism**

Normative Phase, Empirical Phase, Sociological Phase, Global Comparative Phase, Review of Notes by Noam Chomsky. Writings of Indian Journalists like P. Sainath, Pratap Bhanu Mehta, Hartosh Bal, Mrinal Pandey and Others.

**Recommended Readings**

1. Becher, Tony and Paul Trowler.(2001). *Academic Tribes and Territories: Intellectual Enquiry and the Culture of Disciplines* (2nd ed.). Buckingham: Open University Press.
  2. Conboy, Martin. (2013). *Journalism Studies: The Basics*. London: Routledge.
  3. Franklin, Bob, Martin Hamer, et al. (2005). *Key Concepts in Journalism Studies*. London: Sage Publications.
  4. Heinrich, A.(2011). *Network Journalism: Journalistic Practice in Interactive Spheres*. New York: Routledge.
  5. Mcquail, D. (2010). *McQuail's Mass Communication Theory*. London: Sage Publications.
  6. Peters, Chris and Marcel J. Broersma (ed.) (2013). *Rethinking Journalism: Trust and Participation in a Transformed News Landscape*. Oxon: Routledge.
1. Approved by Academic Council in its 45<sup>th</sup> meeting held on 19/03/2019 vide Agenda item 45.09.
  2. Effective from the Academic Session 2018-19 onwards

7. Russell, A. (2013). *Networked: A Contemporary History of News in Transition*. Cambridge: Polity Press.
8. Tumber, H.(ed.) (2008). *Journalism*. Oxon: Routledge.
9. Wahl-Jorgensen, Karin, & Hanitzsch, T. (ed.) (2009). *Handbook of Journalism Studies*. Oxon: Routledge
10. Zelizer, B.(2004). *Taking Journalism Seriously: News and the Academy*. Thousand Oaks.London: Sage.

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**Ph.D. Course Work(Mass Communication)**

<b>Paper Code:</b>	<b>MC PhD 815(Elective)</b>
<b>Nomenclature of the Paper:</b>	<b>Hindi Cinema Studies</b>
<b>Lectures: 3</b>	<b>Total Marks: 100 Marks</b>
<b>Total Credits: 3</b>	<b>Mode of Exam: UES</b>

**Objectives:**

To create awareness and conceptual understanding about Hindi cinema studies; to make students appreciate the intricacies involved in discussing sensitive issues in Hindi cinema, to develop an understanding about the technological growth of Hindi cinema.

**Detailed Course Content**

**Unit 1:**

1. Hindi Film Studies: An Introduction.
2. Cinematic Content: What to Study and Why Study Hindi Films.
3. Discussion on Film Genres with Respect to Hindi Films.
4. Understanding, Discussions and Analysis of Interchangeably Used Terms like Films, Cinema, Motion Pictures and Movies.

**Unit 2:**

1. Understanding the Concept of Research in Hindi Cinema.
2. Is Research Central to Typical Melodramatic Hindi Films?
3. Role of Research in Preproduction, Production and Post Production Stage of a Film.
4. The Scope and Significance of Research in Hindi Cinema.

**Unit 3:**

1. Various Theories of Film Studies.
2. Issue Based and New Wave Cinema: Scope, Context and its Social, Cultural and Political Ramifications.
3. Realistic Cinema: Scope, Context and its Social, Cultural and Political Ramifications.
4. Popular Cinema: Scope, Context and its Social, Cultural and Political Ramifications.
5. Case Studies Based on Film Screening and Discussions (*Mandi, Garm-Hawa, Nishant, Mirch Masala, Kasba, Bawandar and Ghulam* etc.).

**Unit 4:**

1. Cinema, Globalization and Language.
2. Cinema and Popular Culture.
3. Film Media as a Globally Understood Language.
4. The Changing Nature and Language of Cinema: Its Scope and Significance for India.
5. Cinema and Technological Advancement.

**Recommended Readings:**

1. Ghosh, T.K. (2013). *Bollywood Baddies Villains, Vamps and Henchmen in Hindi Cinema*. New Delhi: Sage Publications.
2. Juluri, V. (2013). *Bollywood Nation India through its Cinema*. New Delhi: Penguin Books.
3. Mazumdar, R. (2007). *Bombay Cinema: An Archive of the City*. Minnesota: University of Minnesota Press.
4. Saari, A. (2010). *Hindi Cinema: An Insider's View*. New Delhi: Oxford University Press.
5. Yves Thoraval. *The Cinemas of India*. Macmillon Publishers, India.

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**Ph.D. Course Work (Mass Communication)**

<b>Paper Code:</b>	<b>MC PhD817(Elective)</b>
<b>Nomenclature of the Paper:</b>	<b>Issues in Media Economy</b>
<b>Lectures: 3</b>	<b>Total Marks: 100 Marks</b>
<b>Total Credits: 3</b>	<b>Mode of Exam: UES</b>

**Objective:** To understand how media firms and industries operate at different levels (individual, household, national, global) from the economic perspective while keeping in view other factors (globalization, technology, regulation and society) that influence them.

**Unit 1: Introduction**

1. Key Concepts, Theories and Approaches.
2. Evolving Markets
3. Multi-platform Enterprises
4. Media Economics and Governance

**Unit 2: Factors Influencing Media Economy**

1. Technology
2. Globalization
3. Regulation
4. Social Aspects

**Unit 3: Issues and Trends**

1. Private Profit vs Public Interest; Cross-Media Ownership
2. Audience as Consumer vs Audience as Citizen
3. Mass Media vs Consumer Media
4. Basket Payments vs Micro Payments

**Unit 4: Assignments**

Assignments and Case Studies to be submitted by student(s) based on the First Three Units.

**Recommended Readings:**

1. Albaran, A. B. (2003). *Media Economics*. Delhi: Surjeet Publications.
2. Bagdikian, Ben H. (1997). *The Media Monopoly*, Boston: Beacon Press.
3. David Croteau and William Hoynes. (2003). *Media/Society: Industry, Images and Audiences*. Thousand Oaks: Pine Forge Press.
4. Hendricks, J.A. (ed.) (2010). *The Twenty-first Century Media Industry: Economic and Managerial Implications in the Age of New Media*. Lanham: Lexington Books.
5. Kaye, Jeff and Stephen Quinn (2010). *Funding Journalism in the Digital Age*. New York: Peter Lang.
6. Khandekar, V.K. (2014). *India Media Business*. New Delhi: Sage Publications
7. McQuail, D. (2010). *McQuail's Mass Communication Theory*, New Delhi: Sage Publications.

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**Ph.D. Course Work (Mass Communication)**

<b>Paper Code:</b>	<b>MC PhD 819(Elective)</b>
<b>Nomenclature of the Paper:</b>	<b>Media, Youth and Participatory Governance</b>
<b>Lectures: 3</b>	<b>Total Marks: 100 Marks</b>
<b>Total Credits: 3</b>	<b>Mode of Exam: UES</b>

**Objective:** To introduce the notions of youth and society; explain the impact of media in society and its influence on youth participation; to highlight the dynamics between youth and media and how media and youth are reshaping each other; to explain the notions of governance and its relevance within the society; to explain how youth and media are together contributing to different facets of participatory governance.

**Detailed Course Content**

**Unit 1: Defining Youth, Culture and Society**

1. Understanding Youth and Society
2. Evolution of Youth Culture
3. Culture, Production and Consumption
4. Culture, Society and Gender

**Unit 2: Governance and Participation**

1. Participatory Governance
2. Opinion mining in social media
3. Evolution of Citizenship
4. New Media and Governance

**Unit 3: Role of Media and Youth Engagement**

1. Media, Identity and Participation
2. Youth, Mediatisation and Socialization
3. Media, Demography and Political Engagement
4. Youth, Media and Representation

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**Unit 4: Assignments**

Assignments and Case Studies to be submitted by student(s) based on the First Three Units.

**Recommended Reading:**

1. Bellamy, R. and Palumbo, A. (eds.) (2010). *Citizenship: An Unnatural Practice?* Farnham: Ashgate Publishing Ltd.
  2. Bellamy, R. and Palumbo, A. (eds.) (2010). *Introduction. Citizenship.* Farnham: Ashgate Publishing Ltd.
  3. Cairns, R. B. and Cairns, B. (1994). *Lifelines and Risks: Pathways of Youth in Our Time.* New York: Harvester Wheatsheaf.
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4. Chen, Y. (2017). *Managing Digital Governance: Issues, Challenges, and Solutions*. New York: Routledge.
5. Duncan, J. S, and Ley, D. (1993). *Place/Culture/Representation*. London: Routledge.
6. Foster, J., and Naidoo, K. (2001). *Young People at the Centre: Participation and Social Change*. London: Commonwealth Secretariat.
7. Levi-Faur, D.(eds.) (2012).*The Oxford Handbook of Governance*. Oxford: Oxford University Press.
8. Ritzer, G. (1998). *TheMcDonaldisation Thesis: Explorations and Extensions*. London: Sage Publications.
9. White, R. D. and Wyn, J. (2004). *Youth and Society: Exploring the Social Dynamics of Youth Experience*. Oxford: Oxford University Press.

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**Ph.D. Course Work (Mass Communication)**

<b>Paper Code:</b>	<b>MC PhD 851</b>
<b>Nomenclature of the Paper:</b>	<b>Project and Seminar</b>
	<b>Total Credit: 2</b>
<b>Mode of Exam: NUES</b>	<b>Total Marks: 100</b>

The scholar shall write a Project /Research Assignment and give a Seminar on a selected/ assigned topic in Mass Communication. The project/ seminar performance will be examined by a duly appointed panel consisting of internal and external examiners.

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**SCHEME OF EXAMINATION  
Ph.D. Course Work (MASS COMMUNICATION)**

1. It would be a one semester course work of 14 credits.
2. The student/scholar shall be evaluated for each theory paper on continuous basis through internal and external evaluations/ examinations respectively.
3. The internal evaluation for each paper, except NUES paper, shall be for 25 marks as detailed below:
 

a. Minor Exam:	20 marks
b. Internal Assessment (Based on Assignment Units, Where Applicable):	05 marks
TOTAL:	25 marks.
4. The minor tests would be conducted as per University notified schedule.
5. The external evaluation for each paper, except NUES papers, shall be based on end-term theory examinations (strictly in accordance with the detailed course content for each paper) and will carry 75 marks. Each question will carry 15 marks.
6. The NUES examination will be conducted by a duly appointed panel consisting of internal and external examiners. It shall carry 100 marks as per the following details:
 

a. Internal Assessment:	40 marks
b. External Assessment:	60 marks
7. Minimum credits required for the successful completion of Ph.D. Course Work shall be 10 credits. However, students shall be required to take 12 credits course work.

**INSTRUCTIONS FOR PAPER SETTING (END SEMESTER THEORY EXAMINATION)**

Unless otherwise specified, the examiner shall abide by the following:

1. End Semester Theory papers shall be set from all the units in (i.e., Unit I, II, III and IV) of the respective papers.
2. Five questions in all, with internal choice, will be set in each paper. The student shall be required to attempt all the five questions. Each question shall be of 15 marks.
3. Question No. 1 shall be in the nature of short answer type questions and would cover all the four units of the course content in each paper. It shall have eight subparts, two from each unit, out of which the students would be required to attempt any five parts choosing at least one question from each unit of the course content. Each subpart shall carry 3 marks (5x3=15 marks).
4. Questions No. 2 to 5 shall be essay type questions covering all the four units of the course content. Each essay type question, based on each unit shall be set so as to give internal choice to the students.
5. The Question Papers must be set so as to achieve the objectives laid down for the course.
6. Guidelines for setting papers would be sent to the External Examiners/Paper Setters.

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