



List of Revised Courses

Department : Journalism and mass communication

Program Name : Ph.D. JMC

Academic Year : 2018-19

List of Revised Courses

Sr. No.	Course Code	Name of the Course
01.	101	Research Methodology
02.	102	Computer Application For Research
03.	103	Advanced Media Studies
04.		
05.		
06.		
07.		
08.		
09.		
10.		

Signature & Seal of HoD



ADVANCED MEDIA STUDIES

Credit 4

UNIT-I

Mass Communication: effects and social changes, media audiences, media ecology, future journalism.

UNIT-II

Advancement in Radio and Television production, writing for radio and television, film appreciation and criticism, documentaries.

UNIT-III

Development communication and Indian approaches, role of media and ICT in development communication, development communication theorist, agriculture and rural communication.

UNIT-IV

Media convergence, new trends in corporate communication, advancement of paradigms in advertising, ethical and legal aspects of media.

Books Suggested:

1. Mass Communication in India, Kewal J. Kumar, 2011, Jaico Books, Mumbai.
2. Handbook of Journalism & Mass Communication, Virbala, 2004, Concept Pub. Company, New Delhi.
3. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
4. Theories of Mass Communication: De Fleur and B. Rokeach
5. Mass Communication Theory: Denis McQuail
6. Perspectives in Mass Communication : Agee, Ault, Emery
7. Mass Communication: Whitney, Wartella and Windohl
8. Issues in Mass Communication: JS Yadav & Pradeep Mathur
9. Reading in Mass Communication: Emery Smithe
10. Mass Media Today: Subir Ghosh
11. Introduction to Mass Communication: William Francois
12. Studies in Communication: Asher Cashden & Martin Jordin
13. Communication Between Cultures: Larry A
14. Media and Society: R.K. Ravindran
15. Text book of Mass Communication: Uma Joshi
16. Dr Varma and Agarwa l. Advertising Management
17. Vilanila m, J.V. and A.K. Verghese. Advertising Basics
18. Chunawala and Sethia. Foundation of Advertising
19. Jethwaney, Jaishri & Jain, Shruti. (2012). *Advertising Management*. OUP.
20. Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*. OUP.
21. Narula, Uma. Development Communication.
22. Murty, DVR. Development Communication-Theory & Practice.
23. Gupta, V.S. Communication Technology, Media Policy and National Development

16/04/19

Amita
16/04/19

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CB

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COMPUTER APPLICATION FOR RESEARCH

Credit 4

UNIT-I

Computer and its various applications in mass communication research, computer assisted reporting (CAR), Computerised editing, new media, ICT.

UNIT-II

Microsoft Excel, Data processing, Graphical processing, Use of web-2 tools for research.

UNIT-III

Use of SPSS and other statistical tools.

UNIT-IV

Blogs, social media and social networking sites, data journalism, cyber journalism: online advertising

Books Suggested:

1. Gupta S.C- Fundamentals of Statistics, Himalaya Publication House, Bombay
2. Rajaram V- (1996), Fundamentals of computers, Prentice Hall of India, New Delhi
Sanders D.H - (1981), Computer Today, McGraw Hill, New York.
3. Sinha P.K- (1992), Computer Fundamentals, BPB Publications, New Delhi.
4. Engalhart Max D-(1972), Methods of educational Research, Rand McNally and Company,
5. Kothari C.R-(2008), Research Methodology- Methods and Techniques, Wiley and Eastern Ltd., New Delhi,
6. Mariampolski H-(2001) Qualitative Market Research – A Comprehensive Guide Sage Publication, India Ltd, New Delhi
7. Black Thomas- (2001), Understanding Social Science Research, Sage Publication, India Ltd, New Delhi

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16/4/19.

Amita
16/04/19

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RESEARCH METHODOLOGY

Credit 4

UNIT-I

Meaning and scope of communication research, process of research, new trends in mass communication research, over view of research methods.

UNIT-II

Theoretical perspectives in evolving research paradigms in media such as Frankfurt School and American Empirical School, Concept of heightened selectivity, theory of logical positivism

UNIT-III

Methods of Data Collection: historical, experimental, survey, case study, content analysis, focus group discussion, exploratory studies, longitudinal studies, interview, observation, sampling, ethnography and grounded theory.

UNIT-IV

Methods of Data Analysis: measures of central tendency, measures of dispersion, correlation and regression, reliability and validity of questionnaire, scaling techniques, writing a research report, bibliography, references, index, footnotes and appendices.

Books Suggested:

1. Research Methodology, C.R.Kothari.
2. Sanchar KhojVidhi, Seva Singh Bajwa,2004, Paradise Publishers, Jalandhar.
3. Introduction to Mass Communication: Gamble and Gamble.
4. Communication Theories: Severin, Warner J. and Tankard, James.
5. Communication and Culture: Holt, Rinchart and Winston.
6. Fundamentals of Communication: Jensen.
7. Men, Women, Messages and Media: Schramm, Wilbur, Porter William E.
8. Dictionary of Journalism & Mass Communication: Mann, Gurmeet.
9. The Story of Mass Communication: Mann, Gurmeet Singh.
10. Content Analysis: Krippendorff.
11. Scientific Social Surveys and Research: Young, P.V.
12. Methodology and Techniques of Research: Wilkinson and Bhandarkar.
13. Research Methodology: Kothari, C.R.
14. Research Methodology: R. Cauvery, M. GirjaSudhanayak,.
15. Communication Research: wimmer & Domnick

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16/04/19

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PhD course work syllabus in Journalism and Mass Communication
with University regulation
Department of Journalism and Mass Communication
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)

The syllabus of Ph.D. course work in Journalism and Mass Communication of Department of Journalism and Mass Communication of Guru Ghasidas Vishwavidyalaya shall consist of three theoretical papers and one seminar presentation. The three papers shall be compulsory. The duration of the course will be of six months. There shall be no internal assessment for all three theory papers. The examination will be conducted at the end of semester and evaluation after completion of six months course work with minimum 75 % attendance. The minimum passing marks for individual paper is 40 % and however, in an aggregate it should not be less than 60% (as per University PhD regulation). The seminar will be mandatory but qualifying on recommendation of DRC and approval of chairman of DRC as per university issued from time to time.

The evaluation process of seminar will be as follows.

1. Valuation of the subject content- 40%
2. Presentation skill - 20%
3. Students attendance and Behaviour- 10%
4. Viva – Voce- 20%
5. Applicability of the subject- 10%

Paper Code	Paper	Total marks	Passing marks
PH1	RESEARCH METHODOLOGY	100	40%
PH2	COMPUTER APPLICATIONS FOR RESEARCH	100	40%
PH3	ADVANCED MEDIA STUDIES	100	40%
	Total	300	60%
	Seminar	Qualifying	As per regulation

MR
16/4/19

Amrita
16/04/19

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PHD COURSE WORK SYLLABUS

Applicable from the Academic Session: 2018-19

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
GURU GHASIDAS VISHWAVIDYALAYA
BILASPUR, CHHATTISGARH

(Approved in the Board of studies meeting held on 16.04.2019)

DR
16/4/2019.

Amita
16/04/19

Gisagel
16/4/2019



दिनांक: 16.04.2018

कार्यवृत्त

पत्रकारिता एवं जनसंचार विभाग के अध्ययन मण्डल की बैठक आज दिनांक 16.04.2019 को आहूत की गई। बैठक में अध्यक्ष एवं निम्नलिखित सदस्य उपस्थित थे-

- डॉ. गोपा बागची, विभागाध्यक्ष, पत्रकारिता एवं जनसंचार विभाग अध्यक्ष
- प्रो. एम. रविन्द्रनाथ सदस्य/बाह्य विशेषज्ञ
- डॉ. अमिता, सहायक प्राध्यापक, पत्रकारिता एवं जनसंचार विभाग सदस्य

Agenda-1: केन्द्रीय विश्वविद्यालय अधिनियम 2009 के अन्तर्गत निर्मित अध्यादेश क्रमांक 71 एवं शोध विनियम 2018 के प्रावधानों के अन्तर्गत प्री-पीएच.डी. कोर्सवर्क का पाठ्यक्रम तैयार करने/अद्यतन पाठ्यक्रम का अनुमोदन।

Resolution: बैठक के शुरु में अध्यक्ष महोदया ने बैठक के एजेंडे पर प्रकाश डाला तथा बैठक चर्चा हेतु आमंत्रित किया।

- पत्रकारिता एवं जनसंचार विषय के प्री-पीएच.डी. कोर्सवर्क का पाठ्यक्रम निम्नानुसार होगा-

Paper Code	Paper	Total marks	Passing marks
101	RESEARCH METHODOLOGY	100	40%
102	COMPUTER APPLICATION FOR RESEARCH	100	40%
103	ADVANCED MEDIA STUDIES	100	40%
	Total	300	60%
	Seminar	Qualifying	As per regulation

- Research Methodology: Communication Research पेपर का नाम बदलकर Research Methodology किया गया।
- Communication पेपर का नाम बदलकर Advanced Media Studies किया गया।
- तीनों प्रश्न-पत्रों Research Methodology, Computer Application for Research and Advanced Media Studies प्रश्न-पत्र के चारों यूनिट में संशोधन किया गया।

डॉ. गोपा बागची
अध्यक्ष
16/4/2019

प्रो. एम. रविन्द्रनाथ
सदस्य/बाह्य विशेषज्ञ
16/4/2019

मुझे re-schedule बैठक की
बैठक चर्चा यादी दर पहल की गयी
बैठक बाबु schedule था, इसकी कति
पाल कारी नहीं दी गयी। खूब से और
ही किया पाठ्य प्रोग्राम जिसके कारण
उपरोक्त मत देने के संवित रहे जाते है
डॉ. अमिता
सदस्य
अतः आपकी
है कि पूर्व से-सू
दैन का कर क

16/04/19



Dept.: पत्रकारिता एवं जनसंचार विभाग

GGV

विषय: अध्ययन मण्डल (बी.ओ.एस.) की बैठक दिनांक 16.04.2019 के कार्यवृत्त के संबंध में।

विषयांतर्गत लेख है कि पत्रकारिता एवं जनसंचार विभाग में अध्ययन मण्डल (बी.ओ.एस.) की बैठक दिनांक 16.04.2019 को आयोजित की गई। उक्त अध्ययन मण्डल (बी.ओ.एस.) की बैठक का कार्यवृत्त आपके सादर अवलोकनार्थ एवं अनुमोदनार्थ प्रस्तुत।

Dean / School of Arts

22/4/19

Approved on behalf of School
Board for placing before the Acad.
Council.

AR (Acad.)

22/4/19

SO (Acad.)

25.4.19

विभागाध्यक्ष पत्रकारिता एवं जनसंचार विभाग को श्री पी.एच. डी. कोर्स वर्क की पाठ्यक्रम उपलब्ध कराये जाने हेतु पत्र प्रेषित किये वाले पत्र प्रारूप हस्तक्षरार्थ आदेशार्थ प्रस्तुत।

अनु. अधि-(अका.)

AR (Acad.)

02/05/19

2-5-19

आज दिनांक 03/05/19 को पाठ्यक्रम को by hand श्री जी लाल शर्मा (तदर्थ) के द्वारा उपलब्ध कराया गया।

03/5/19