

PROPOSED SYLLABUS FOR
PhD COURSE-WORK
DEPARTMENT OF
JOURNALISM & MASS COMMUNICATION

NORTH EASTERN HILL UNIVERSITY
UMSHING – 793022, SHILLONG, MEGHALAYA

| Paper Code | Name of the Paper | Credits |
|-------------------|---------------------------------------|----------------|
| PhD-JMC-101 | Research Methodology | 4 |
| PhD-JMC-102 | Media Studies | 4 |
| PhD-JMC-103 | Review of Literature and Presentation | 4 |

PhD-JMC-101: Research Methodology

Unit I

Meaning and characteristics of research, philosophy of research, research process, research proposal preparation, types of research – qualitative, quantitative, empirical, descriptive, ethnography based, Ethical issues in research.

Unit II

Research design. Identifying and formulating a problem or a hypothesis, ways of testing a hypothesis and raising research questions, literature review, sampling, data collection methods.

Unit III

Data Analysis and Interpretation Data analysis techniques. Media metrics. Media semiotics Media content analysis. Critical audience studies. Writing research report, writing abstract and synopsis, references and bibliography.

Unit IV

Areas of research in Media: issues, concepts and methods of analysis; media genres and texts; studies of reception and its effects; social and cultural effects; Media Ecologies. Old and new Media ethnographies. Digital studies. Media Policy research and debates.

Suggested Readings.

Berger A. A. (2013). *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. New Delhi: Sage Publishers.

Christensen, L. B., Johnson, R. B. and Tuner, L. A.,. (2014). *Research Methods-Design and Analysis*. Harlow, United Kingdom : Pearson Education Limited.

- Gillian, R. (2016). *Visual Methodologies: An Introduction to Researching with Visual Materials*. USA: Sage Publishers.
- Goode, W. J., and Hatt, P.K. (1952). *Methods in Social Research*. USA: Tata McGraw Hill Inc.
- Hansen, A., Cottle, S. and Newbald, C. (1998). *Mass Communication Research Methods*. NY: NY University Press.
- Jensen, Klaus Bruhn. (2002). *A Handbook of Media and Communication Research – Qualitative and Quantitative Methods*. London: Routledge.
- Kothari, C. R. (2018) *Research Methodology*. New Delhi: New Age International Pvt. Ltd. Publishers.
- Marczyk, Geoffrey R., De. Matteo, David and Festinga, David. (2005) *Essentials of Research Design and Methodology*. New York: Wiley Publishers.
- Nachmias, David and Nachmias, Chava. (1999) *Research Methods in Social Sciences*. New York: St. Martin Press.
- Reinard, J. C. (2007). *Introduction to Communication Research*. Mc-Graw Hill Publishers.
- Sparks, G. G. (2012) *Media Effects Research: A Basic overview*. Cengage Learning.
- Thomas, L. R. and Taylor, C. B. (2010). *Qualitative communication Research Methods*. USA: Sage Publishers.
- Wimmer, R. D. and Dominick, J. R. (2011). *Mass Media Research: An Introduction*, Tenth edition. Boston, Wadsworth: Cengage Learning.

PhD-JMC-102: Media Studies

Unit I

Histories of Communication. Oral-manuscript-Print-Visual as thematic frameworks. Oral and Folkloristic Media approaches. Sub-altern Print histories as negating national print historiography. Book Histories. Print, Folklore and Nationalism. Print media in the age of digitalism.

Unit II

Critical studies on visual medium, Art and aesthetic approaches of visual studies, Art Theories. Studies of Television audiences. Semiotics. Signs and codes of Television. Mediated realities: hyper-reality, virtuality and simulation. Film studies; Film language and genres; film theories and critical approaches. Film audiences.

Unit III

Critical approaches on media and society- Frankfurt school and Birmingham school. Mediated cultures, Ethnographies of media consumption, Media Archaeology, Convergence of Media, Debates on media technologies and technological determinism. Political Economy of Media

Unit IV

Media in North-East, Native forms of media, Cultural Historiographies of media, Literary Historiographies. Print and the role of Christian missionaries. Literary Historiographies. Indigenous media as contesting colonial media histories. Emerging new histories of media from North-East region.

Suggested Readings.

- Anderson, S. F. (2011). *Technologies of History (Interfaces - Studies in Visual Culture)*. Hanover, New Hampshire: Dartmouth College Press.
- Bordwell, D. and Thompson, K. (2010). *Film Art: An Introduction*, 9th Edition. New York: McGraw-Hill Higher Education.
- Gill, P. (2013). *The Peripheral Centre: Voices from India's Northeast*. Delhi: Zubaan.
- Huhtamo, E., and Parikka, J. (2011). *Media Archaeology: Approaches, Applications and Implications*. California: University of California Press.
- Monaco, J. (2009). *How to Read A Film*. Oxford: Oxford University Press.
- Nelms, J. (2003). *An Introduction to Film Studies*. London: Routledge.
- Lowery, S. A. and DeFleur, M. L. (1988). *Mile Stones in Mass Communication Research*. New York: Longman Publishers.
- Malswamdawngliana and Rohmingmawii,(2015). *Orality and Folk Literature in the Age of Print Culture: India's Northeast Experience*. Guwahati: Scientific Book Centre.
- McQuail, D. (1992). *Media Performance*. USA: Sage Publications.
- Natarajan, J. (1955). *History of Indian Journalism*. New Delhi: Publications Division, Government of India.
- Neumüller, M. (2018). *The Routledge Companion to Photography and Visual Culture (Routledge Art History and Visual Studies Companions)*. New York: Routledge.
- Parthasarathy, R. (1991). *Journalism in India: From the Earliest Times to the Present Day*. New Delhi: Sterling Publishers Private Limited.
- Singh, P. (2018). *Centrepiece: New Writing and Art from Northeast India*. Delhi: Zubaan.

PhD-JMC-103: Review of Literature and Presentation

This paper is aimed at providing in depth knowledge in the selected field of research through an extensive review of literature. It shall be carried out by the student on the basis of the review of relevant literature which is prescribed by his/her research supervisor.

Literature Review – 3 credits
Presentation – 1 credit

*In order to familiarize with some of the primary theoretical underpinnings of the field as well as the promising methodological approaches to research in the subject, the student is required to go through the assigned readings and present the review work in seminars organized for the purpose. The student shall write and submit the summary of all the review works to the supervisor before the end of the semester for evaluation.

**It requires a student to write a review article/paper (on a topic approved by the supervisor) suitable for publication in a refereed/peer reviewed journal. The article is to be developed with a targeted publication in mind. The completed paper after a short oral presentation is to be submitted to the supervisor for evaluation before the end of the semester.