PhD - Media Studies

Program Structure & Syllabus

w.e.f the academic year: 2024 - 25

Department of Mass Communication and Journalism

Central University of Karnataka, Kadaganchi,

Kalaburagi, Karnataka - 585 367

Programme Outline

Programme Title: PhD Media Studies

Programme Code: DPMDS

Course Code	Course Title	Credits	Weekly Hours			Scheme of Evaluation		
			L	P	TH	IE	ESE	TOTAL
DMSTC10001	Quantitative Media Research Methods	04	03	02	05	40	60	100
DMSTC10002	Qualitative Media Research Methods	04	03	02	05	40	60	100
DMSTD10001	Advanced Level Courses - Research Area	04	04	00	04	40	60	100
	Research and Publication Ethics (Adopted as per the UGC guidelines)	02	01	01	02	20	30	50
		14	11	05	16	-	-	-

L - Lecture, P - Practical, TH - Total Hours, IE = Internal Exam, ESE= End Semester Exam

Quantitative Media Research Methods

Course Code: DMSTC10001
Credits: 04 / (L - 3, P - 2)

Course Learning Outcomes
After successfully completing this course, students will be able to:

CLO 1: Identify and discuss the concepts salient to quantitative media research
CLO 2: Formulate and evaluate research problems
CLO 3: Develop instrument and data collection techniques
CLO 4: Analyse instrument, datas and their relationship using SPSS statistics

UNIT I
Empirical Research: Origin and development; Theories, Concepts, Variables and Hypothesis; Quantitative research process in Media; Survey Research, Different types of Survey, Question Design, Open Ended questions and Closed Ended Questions, Coding of Different variables, Drafting a Questionnaire, Population and Sample, Sampling Error, Non- random Sampling Techniques, Pre-test.

UNIT II
Meaning and concept of Data, Data Processing, Data Analysis, Validity and Reliability; Univariate Statistics, Measures of Central tendency, Mean, Median, Mode; Measures of Dispersion, Mean deviation, Standard deviation, Variance, Range; Measures of Asymmetry, Moments, Kurtosis, Normal Curve and normal Distribution.

UNIT III
Measures of Relationships, Correlation, Correlation Coefficient and significance, calculation of correlation in a Time series; Regression, Regression equation, Method of Least squares, Method of deviations from means, Regression coefficients, Standard Error; Other Measures; Quantitative Content Analysis.

UNIT IV

Bivariate Statistics using SPSS; Hypothesis Testing, Parametric testing of Hypothesis, Test of Significance, Role of standard error and sampling distribution, Estimation, Limitations of Tests of significance; Nonparametric Hypothesis testing, Types of non-parametric tests, Advantage and limitations of non-parametric tests. Applications in SPSS.

UNIT V

Chi-square Test, Application in SPSS, additive property, misuse and precautions of Chi-square Test; Analysis of variance, Variance Test Ratio, Analysis of variance in one-way, two-way classification, ANOVA; Multivariate Analysis, Factor Analysis, Cluster Analysis; Report Writing.

References:

1. Dayal, Manoj. (2017). *Media Metrics: An Introduction to Quantitative Research in Mass Communication*. Sage.
2. Sapsford R. & Jupp V. (2006). *Data Collection and Analysis (2nd Edition)*. Sage.
3. Bryman, Alan. (2012). *Quantitative Methods for the Social Sciences: A Practical Introduction with Examples in SPSS and Stata*. Springer.
4. Field, Andy. (2009). *Discovering Statistics Using IBM SPSS Statistics*. Sage
5. MacInnes, John (2017). *An Introduction to Secondary Data Analysis with IBM SPSS Statistics,* Sage.
6. Gunter, Barrie (2000). *Media Research Methods: Measuring Audiences, Reactions and Impacts*. Sage.
7. Riffe, Daniel, et al. (2014). *Using Quantitative Content Analysis in Research.* Routledge.

Qualitative Media Research Methods

Course Code: DMSTC10002
Credits: 04 / (L - 3, P - 2)

Course Learning Outcomes:

After successfully completing this course, students will be able to:

1. Describe the historical development and the process of qualitative research.
2. Construct productive research questions using qualitative approaches.
3. Apply the concepts and methods of qualitative approaches in their research design.
4. Analyze various media texts using textual analysis.
5. Formulate strategies, tools and techniques for qualitative data analysis.

UNIT I

Defining Qualitative Research – The Historical Development of Qualitative Research: Development of Empiricism, Positivism, Interpretivism – Key Philosophical and Methodological Issues in Qualitative Research: Ontological and Epistemological Stances. The Process of Qualitative Research – Designing and Selecting Qualitative Samples – Qualitative Data Types.

UNIT II

Interviews: Types of Interviews – Interview Schedule – Interviewing Procedures. Focus Groups: The Evolution of Focus Group Interviews – Focus Group Essentials – Focus Group Dynamics – Moderation Guide. Case Studies: The Nature of Case Studies – Case Study Design – Types of Case Study.

UNIT III

Ethnography and Participant Observation: The Nature of Observational Evidence – Collecting and Recording Observation Data – Field Notes – Visual Ethnography – Analyzing and Interpreting Ethnographic Materials. Document Analysis: Personal and Official Documents, Mass-Media & Virtual Documents – Interpreting Documents.

UNIT IV

Textual Analysis: The Development of Textual Analysis – The Influence of Semiotics – Theory and Interpretation – Genre Analysis, Rhetorical Analysis, Marxist Analysis, Psychoanalytic Analysis, Sociological Analysis, Research using Textual Analysis.

UNIT V

Qualitative Data Analysis: Approaches to Data Analysis: Analytic Induction and Grounded Theory. Coding – Concepts – Categories. Thematic Analysis – CAQDAS: Computer-assisted qualitative data analysis: using NVivo. Writing and reporting Qualitative Analysis.

References:

1. Berger A. A. (2012). Media Analysis Techniques (4th Ed.), Sage.
2. Brennen B. S. (2013). Qualitative Research Methods for Media Studies, Routledge.
3. Bryman, Alan (2012). Social Research Methods, Oxford.
4. Ritchie J. et. al. (2014). Qualitative Research Practice: A Guide for Social Science Students & Researchers, Sage.
5. Lune H. & Berg B. L. (2017). Qualitative Research Methods for the Social Sciences (9th Ed.), Pearson.
6. Gibson W. & Brown A. (2009). Working with Qualitative Data. Sage.

Advanced Level Courses - Research Area

Course Code: DMSTD10001
Credits: 04 / (L - 4)

The readings on the area of research course would encompass content that focuses on the research domain/area chosen by individual research scholars for his/her doctoral thesis. Therefore this course will not have a common syllabus for all the scholars in the department. At the beginning of the course, the respective supervisor will identify and prepare a list of readings that focus on the research area chosen by their scholars based on the course structure given below. These readings will include basic concepts, historical developments and the trajectories of that specific domain, major theoretical concepts, arguments and analytical strategies and eventually the contemporary trends. At the end of the course, these readings will enable the scholars to broaden their perception and at the same time direct them to narrow down their research area and encourage them to work on their research proposal. Further, the scholar will be in a position to complete a few components of the initial stage of their research proposal such as making a list of bibliography, literature review, and research framework.

Course Structure:

Unit 1 - Basics Concepts, Historical Developments and Trajectories

Unit 2 - Major Theoretical Concepts and Arguments

Unit 3 - Key Assessment Methods & Analytical Strategies

Unit 4 - Interventions and Contemporary Trends

Research and Publication Ethics
(Adopted as per the UGC guidelines)

Course Code:
Credits: 2 / (L- 1, P-2)

Course Learning Outcomes:

After successfully completing this course, students will be able to:

1. Describe the philosophy of science and ethics, research integrity, and publication ethics.
2. Identify research misconduct and predatory publications.
3. Explore Indexing and citation databases, open-access publications, and research metrics (citations, h-index, Impact Factor etc).
4. Apply plagiarism tools for a valid and ethical research report.

Unit - I

Philosophy and Ethics: Introduction to Philosophy: definition, nature, scope, concept, branches. Ethics: definition, moral philosophy, nature of moral judgment and reactions.

Unit - II

Scientific Conduct: Ethics with respect to science and research. Intellectual honesty and research integrity. Scientific misconduct: falsification, fabrication and Plagiarism (FFP). Redundant Publication: duplication and overlapping publication, salami slicing. Selective reporting and misrepresentation of data.

Unit - III

Publication Ethics: definition, introduction and importance. Best practice/standard setting initiative and guidelines: COPE, WAME, etc. Conflict and 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, complaint and appeals. Predatory publishers and journals.

Unit-IV

Open Access Publishing: Open access publication and initiatives. SHERPA/RoMEO online resource to check publisher copyright and self-archiving policies. A software tool to identify predatory publications developed by SPPU. Journal

finder/journal suggestion tools viz. JANE, Elsevier Journal finder, Springer, Journal Suggester, etc.

Unit - V

Publication Misconduct: Group Discussions: Subject Specific Ethical Issues, FFP, Authorship. Conflict 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 - VI

Database and Research Metrics: Databases: Indexing database, 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, i-10 index, altmetrics.