

**DEPARTMENT OF MASS COMMUNICATION  
MPHIL/PHD COURSEWORK SYLLABUS**

<b>Code</b>	<b>Title of the Paper</b>	<b>Credit</b>	<b>Marks</b>
MAS-RS-C101	Research Methodology in Communication	4	100
MAS-RS-C102	Recent Advances in Mass Communication	4	100
MAS-RS-C103	Preparation of Research Proposal and Presentation	4	100

**MAS-RS-101: Research Methodology in Communication**

**Unit I: Conceptual foundations of research**

- 1.1 Human Inquiry and Science; Inductive and Deductive Logics; Determinism;
- 1.2 Models of Explanation (Idiographic/ Nomothetic); Theoretical Bases for Quantitative and Qualitative Methods
- 1.3 Principles of Positivism; Critique of Positivism; The Phenomenological turn in Social Sciences; Nature and Objectives of Qualitative Research.
- 1.4 Concepts, Definitions (Conceptual/ operational); The Congruence Problem; Theory: functions and types; Models; Relationship between theory, models,

**Unit II: Basic Elements of Research**

- 2.1 Research problems; Units of analysis (Ecological/ Individualistic Fallacies, Reductionism); Variables (dependent/ independent/ control/ continuous and discrete); Relations (direction/ magnitude); Hypotheses
- 2.2 Designs: Experiments Research, Classic experimental design; Causal inferences (covariation/ nonspuriousness/ time order);
- 2.3 Components of a Research design (comparison/ manipulation/ control/ generalizability); Types of Designs.
- 2.4 Measurement: Nature of measurement; Levels of measurement (Scales: Nominal/ ordinal/ interval/ ratio); Validity (content/ empirical/ construct); Reliability (test- retest/ parallel forms/ split-half)

**Unit III: Data Collection: Survey Research**

- 3.1 The mail questionnaire; The Personal Interview; Principles of Interviewing; Telephone Interview; Questionnaire Construction (Content/ types/ formats/ sequence/ biases); Unobstructive Measures.
- 3.2 Sampling Techniques: The Logic of Sampling; Population and Sample; Nonprobability Sample Designs (Convenience/ Purposive/ Quota); Probability Sample Designs (Simple Random/ Systematic/ Stratified/ Cluster).
- 3.3 Participant Observation and Interviewing, Principles of Ethnographic Field Research; Participant/ Observer Continuum; Strategies for entering, watching. Listening, recording, and analyzing;
- 3.4 Unstructured/ Semi-structured interviews.

**Unit IV: Content Analysis**

- 4.1 Sampling in Content Analysis; Quantitative and Qualitative Content Analyses; Coding in Content Analysis; Strengths and Weaknesses.
- 4.2 Ethical concerns in Research  
Informed Consent; Privacy; Anonymity and Confidentiality; Plagiarism; Researcher Identity; Objectivity
- 4.3 Writing a Research Paper/ Report  
Format and Content; Bibliography/ references; ‘Erasing’ the Researcher; the myth of the scientific hand; ‘Inserting the Researcher’: the turn towards reflexivity

### **Suggested Readings**

Wimmer, Roger D. And Joseph R. Dominick. Mass Media Research: An Introduction, 1994.  
 Loubet del Bayle, Jean- Louis, Introduction to the Methods of Social Sciences, 1998  
 Young Pauline, Scientific Social Surveys and Research, 1966  
 Bloom, Martin, The experience of Research  
 Babbie, Earl, The practice of Social Research, 1983  
 Nachmias and Nachmias, Research Methods in the Social Sciences, 1981  
 Schwartz, Howard and Jerry Jacobs, Qualitative Sociology, 1979  
 Berger, Arthur Asa, Media Analysis Techniques, 1991  
 Holsti, Ole R., Content Analysis for the Social Sciences and Humanities, 1989  
 Krippendorff, Klaus, Content Analysis: An Introduction to its Methodology, 1986

## **MAS-RS-102: Recent Advances in Mass Communication**

### **Unit I: New Media Studies**

- 1.1. **Problems, theoretical approaches, methodology and tools:** Concept of new media.  
 Defining object of study – communications, social relations, technology, applications;  
 Theoretical approaches – critical, post-structural, systems theoretical; and key concepts  
 in social science and communication theory; Methodological approaches – engaged  
 anthropology, social capital, network and statistical studies, ethnography, discourse  
 analysis; Tools and techniques – participant observation, content analysis, netnography,  
 online sampling, database research, collaborative tools
- 1.2. **New media and cultural practice:** Narratives of self and identity on Web and social  
 media; Devices, selves, cyborgs, the mediated body; the internet commons – media and  
 music sharing, (re)creating shared meanings; Business and brands - mediated space in  
 Web Gaming, social gaming, geo-tagging and the negotiated production of space; Web  
 3.0, augmented reality and the mediation of everyday experience
- 1.3. **New media and the public sphere:** Politics and technological / organizational  
 mediation, communication, embedded networks, public Institutional politics on social  
 media – political parties, NGOs – mediated space; The politics of embedded network –  
 social movements, transnational activism; Privacy and surveillance in Web 2.0
- 1.4. **New media, knowledge and education:** The construction of knowledge, access issues  
 and debates, licensing regimes, open and creative commons, big data, metadata – the  
 political economy of knowledge; E-science, e-humanities and e-research; Open  
 education, social learning, computer supported collaborative learning; Body, agency,  
 contestation – assisted reproductive technologies, vaccination; Medicine on the web – the  
 Google doctor, medical pluralism and other phenomena

## **Unit II: Media Anthropology**

**2.1 Meaning and Scope:** Meaning and growth of Media anthropology, Anthropology and other social sciences- history and debate; cultural anthropology and mass media

**2.2 Key concepts in media anthropology:** Ritual, myth and religion; Use of the concepts in contemporary scholarly studies

**2.3 Ethnographic approach to media:** concept of ethnography; ethnography of audiences; ethnography of media production

**2.4 News as Cultural Narrative:** Anthropological readings.

## **Unit III: Communication and Culture**

**3.1 Communications, culture and globalization:** Mass Culture and Popular culture, The Frankfurt school and the Culture Industry, Understanding globalization. The 'dominant' economic and political paradigm. Alternative ways of conceptualizing globalization in the academic discourse; Globalization and the self – theoretical approaches; Globalization and culture – theoretical approaches and studies – the ethnoscapes of a disjunctive world order; Globalization and the culture industry – brands, advertising, cinema, fashion and television – construction of self and other; Globalization, business and the culture of work – TNCs, outsourcing, mobile workforce

**3.2 The Indian context:** Social hierarchy and power differentials in communication – caste, economic class, rural urban divide, literacy and the oral; Urban youth – alienation and re-imagination – migration, work, housing, consumption; Dalit and Adivasi – resistance perspectives on and in mainstream and social media; Mediated representation of India – tourism, music, Bollywood, cricket, IPL; The hybridization of 'ethnic' and modern media – politics and market in the rural outback

## **Unit IV: Media in Northeast India**

Political economy ideology of the Northeast – A profile in progress; The sociology of Northeast; The Progress of Information and Communication system in the Northeast and its impact on economic regeneration; Digital revolution in the Northeast; Media diffusion rate in the Northeast and social audit; Culture in framing a socially aware society in the Northeast society- The role of Art, Film and Theatre.; Cultural Diversity and the Challenge of Mainstreaming in the Media; Counter Cultural Initiatives

## **Suggested Readings**

Aiello, L. C. 2010. 'Engaged Anthropology'. *Current Anthropology* 51(S2).

Barthes, R. 1977. *Image, Music, Text*. New York: Hill and Wang. (Selected readings)

Baudrillard, J. 1984. *Simulations*. New York: Semiotext(e). (Selected readings)

Bennet, W. L. 2005. Social Movements beyond Borders: Organization, Communication, and Political Capacity in Two Eras of Transnational Activism. In D. dellaPorta and S. Tarrow (eds.) *Transnational Protest and Global Activism*. New York: Rowman and Littlefield.

Bourdieu, P. 1986. The Forms of Capital. In Richardson J. G. (ed.) *Handbook of Theory and Research in the Sociology of Education*. New York: Greenwood Press.

Peterson, Mark (2005), "The Ethnography of Audiences" in *Anthropology and Mass Communication: Media and Myth in the New Millennium*, Mark Peterson, Berghahn Books, Oxford, New York.

Berkowitz, D. (2005). 'Telling What –A- Story News through Myth and Ritual: The Middle East as Wild West' in *Media Anthropology*, Coman, Mihai and Eric Rothenhuhler (ed.). Thousand Oaks/London/New Delhi: Sage.

- Bird, S.E. (2005). 'CJ's Revenge: A case study of News as Cultural Narrative' in *Media Anthropology*, Coman, Mihai and Eric Rothenhuhler (ed.). Thousand Oaks/London/New Delhi: Sage.
- Coman, Mihai and Eric Rothenhuhler (2005). 'The promise of Media Anthropology', in *Media Anthropology*, Coman, Mihai and Eric Rothenhuhler (ed.), Sage.
- Rejinders, Stijin (2007). 'Media Rituals and Festive Culture: Imagining the nation in Dutch Television Entertainment' in *International Journal of Cultural Studies* pp 225-242. Sage
- Appadurai, A. 1990. 'Disjuncture and Difference in the Global Cultural Economy'. *Theory, Culture, Society* 7(295)
- Foucault, M. 1994 (1970). *The Order of Things: An Archaeology of the Human Sciences*. New York: Vintage. (Selected readings)
- Giddens A. 2002. *Runaway World. How globalization is reshaping our lives*. London: Profile Books. (Selected readings)
- Nandy, A. 2002. 'Time Travel to a Possible Self: Searching for the Alternative Cosmopolitanism of Cochin'. In *Time Warps: The Insistent Politics of Silent and Evasive Pasts*. Delhi: Permanent Black.
- Rai, A. S. 2009. *Untimely Bollywood: Globalization and India's New Media Assemblage*. Durham: Duke University Press. (Selected readings)

### **MAS-RS-103: Preparation of Research Proposal**

This will be a no-lecture paper. For this paper, the students will write a detailed proposal of their research including a thorough review of literature on a topic of their choice and present the same in a seminar at least 10 days before the End-Term examination.