

# **Savitribai Phule Pune University**

(Formerly University of Pune)

**Syllabus for Ph.D. (PET) Entrance Exam**

**Media & Communication Studies**

**Research Methodology**

## **Unit 1: Foundations of Research**

Meaning of Research, motivation for research, objectives of research, Characteristics of scientific method, empiricism, value neutrality, Repeatability verifiability, Approaches to research: positivistic and interpretive, qualitative and quantitative, inductive and deductive and mix-method approach, Social Research – time and space context, Epistemology (Indian and western perspectives) ontological positions.

## **Unit 2: Basic terms and types of research**

Concept, construct, Variables and types of variables, Logic, Induction, deduction and abduction

Methodology, method, tool and technique and data ,Types of research- Exploratory, descriptive, analytical/explanatory, experimental, evaluation and impact assessment, interdisciplinary, multidisciplinary, trans-disciplinary, Basic Research, Applied Research, Action research, participatory research and Policy research

## **Unit 3: Research Design**

Research questions- Aim, Objectives, operational definitions and hypothesis, Definition, characteristic of good hypothesis and sources of hypothesis Types of hypothesis, Hypothesis Testing–Logic & Importance hypothesis testing-Research design- concept and definition, need, advantages of planning a research, characteristics of good research design, Steps in research design; Identification, Selection and Formulation of problem, Literature Review, Primary and secondary data, sources of data- authenticity, credibility, reliability of sources and data

## **Unit 4: Sample and sampling designs**

Concept of population, sample, sampling frame, sampling unit, Need and advantages of sample study, Characteristics of representative sample, sampling error, Concept of probability and non-probability sampling, Types of probability sampling- simple random sampling, systematic random sampling, proportionate and disproportionate stratified random sampling Types of non-probability sampling- purposive & snowball.

## **Unit 5: Methods of research**

Quantitative methodology, Qualitative methodology, triangulation, Ethnography, Case-study, historical analysis, Survey, Content Analysis, Tools of data collection: Interview Schedule, Observation and types of observation, Focused Group Discussion, Scales and scaling techniques, Interview Guide, Field Diary, Semiotic analysis, Rhetorical analysis, discourse analysis, critical discourse analysis

## **Unit 6: Statistics in Social Sciences**

Types of measurement: Nominal, Ordinal, Interval and Ratio Basic statistical techniques: aggregation of data, totals, percentages, tabulation – univariate, cross tabulation- bivariate and multivariate Data Presentation- Charts and Graphs: Bar charts, Histograms, Clustered bar charts, clustered histogram, pie chart, Pyramid Measures of Central Tendency: Averages – Arithmetic mean, Geometric mean, harmonic mean, Median, Mode Measures of Dispersion: Range, Standard Deviation, Variance, Coefficient of Variation Association, Correlation and Regression, Correlation coefficients Pearson's r and Spearman's rho, Linear regression, Statistical tests: underlying assumptions for statistical tests, t-test, chi-square test, F-test, Analysis of Variance, Non-parametric tests Statistical packages: SPSS, Qualitative Data Analysis, N-Vivo and other software's

## **Unit 7: Research Ethics and Publication of Research**

Research Ethics, Historical overview of research ethics. Introduction to ethical principles - Morality, Ethics?, What is ethical theory?, Anonymity, Confidentiality, Informed consent, Rights of participants, Harm to respondents and Researchers, Principles of biomedical and social science ethics, Ethical Guideline in Social Research. Sources of Scholarly discourse, books, journals, monographs, proceedings, encyclopaedias etc. Databases online and print, Indexing databases, bibliographic databases, Publishing Research, Ranking of journals, citation indices, avoiding predatory journals, Impact factor and h-index, Plagiarism, its meaning and how to avoid it, Self-plagiarism, Anti-plagiarism measures – guidelines and software.

## **Unit 8: Referencing and Citations**

Research referencing: Why – due credit to researchers, track back original research, its data, and sources etc., to avoid plagiarism, Referencing and Citations: What is Citation? Citation styles- APA and MLA, its basic components (Authors or editors, Book, journals etc., year and month of publication, page numbers, volume and issue etc.) Differences in Citations of: Journal Articles, Authored books, Edited books, conference proceedings, posters, other media such as newspapers and magazines, electronic media such as websites and blogs, social media, photographs, videos and audio recordings, Legal proceedings, Reports of various agencies etc.

Citation and References management: traditional methods – 3 X 5 cards for references and notes, Computer based - reference management software's: Paid – Endnote, Free – Mendeley, Zotero and others

# **Subject Concerned Syllabus**

## **Media and Communication Studies**

### **Unit 1: Media, Communication and Culture**

Media, communication and culture, and its importance in the society. Key concepts , types and forms of communication; evolution of communication studies; semiotic perspective of communication and its interpretations; rhetoric perspectives of communication, rhetoric presentations; massification and evolution of mass communication; the process of mass communication – its origin, effects, characteristics, and rise; development of media technologies – ideas, issues and perspectives; media structure and institutions; policy issues; freedom of media – its regulation, protection and diversity, content freedom and gate keeping, mass audiences and media effects.

### **Unit 2: Communication, Development and Social Change**

Liberalization, privatization, globalization, democracy, development and social change. It also deals with the idea of identity from the margin (caste, class, gender and ethnicity) and power structure. Key concepts of development in post independent India, theory of development communication, global development and the digital divide, environment and development, rural development, development support communication, participatory rural communication appraisal, extension and communication, role of strategic communication and various media in the process of development and social change.

### **Unit 3: Political Communication**

Communication and politics, the communication and political knowledge, political power and power over the media, the role of media in Indian political system, identity politics and the media, political engagement and citizenship, policy issues freedom and regulations, internal political communication, media and conflicts, media and democracy, political campaigns and awareness.

### **Unit 4: Print, Radio, Television and New Media**

Various forms of media i.e. print, radio, television and new media. History of these media and their development, especially in Indian context; understanding and writing news; interviewing people for various media; editing news – principles and practical guidelines; programme formats of various media; required production skills; TV and radio room terms – basic news scripts, story types, writing for broadcast etc.; new developments – community radio, digital radio etc.; understanding and researching mass audiences – measuring audience in Indian context, various pressures for measuring audiences, measurement tools and techniques for various media; digital culture.

## **Unit 5: Audio-Visual Production**

History of technology; development of technology – analog and digital; role played by technology in communication; how technology affects Mass Communication; evolution of screen technology from CRT to HD TV; evolution and development of broadcasting technology, telecommunications technology, satellite communication; impact of technology on individual and society. This unit adds basics of video production, how still images give rise to moving images, how to combine images with sound, the visual composition; basics of screen grammar and genres, the production process; translating an idea to screen, people involved in production and their work, equipment used in production and the technology. visual culture, elements used in visuals culture, the light and form, depth and movement, the visual theories, visual design by using sound, balance, symmetry, rhythm, harmony, unity, etc.; various techniques employed in visual art, history of visual art, painting, architecture and sculpture, artistic styles, use of aesthetic values and creative thinking in visual communication, photography and moving images.

## **Unit 6: Audio-Visual Genre and Process**

Creative processes of video production, construction of narrative, management of time, space and design, internal and external composition of sound image and interaction, converting ideas in physical form to visualizing, synthesizing and composition in motion, sound image interaction, single camera and multiple camera production, production crew – its roles and responsibilities, basics of light, camera, and editing a film; script writing – basics of screen writing, converting an idea into a practical script for film making, core of screen writing, basic structure of a story, types of art structures, the formulation and the format of the screen writing, dialogue writing, formatting the screen play; audio visual projects, directing single camera and multi camera; putting together a project – proposal writing and presentation basics.

## **Unit 7: Production Design and Media Management**

Pre-production process, production planning, art direction, script breakdown, scheduling, estimating and budgeting, legalities of production, technology of production and distribution. It also covers media as an industry and profession, overview of the media market, media institutions (radio stations, television channels, etc.) and their management, global media industries, copyright, piracy and plagiarism issues, administration and programme management in media; structure and function of 24 hours news channel; roles and responsibilities of personals in news organization; director's team and the director's role and responsibility.

## **Unit 8: Camera Techniques and Post Production**

Basics of a camera – controls of camera, other aspects of camera; lens – its types, applications etc.; recording in audio camcorder and controlling audio in camera; lightning techniques – composition and its elements; shooting indoors, outdoors and at different locations; post production – video editing techniques, types of machines and software involved, understanding basic formats and project set up, aesthetics of editing, special treatments in editing, packaging video and the other aspects of editing such as multi-camera footage, audio meter etc.; sound basics – sound equipment such as recording methods and work flow, digital audio workstations, location recording for example dialogue recording on location, advanced post production which includes noise reduction for dialogue, dialogue dubbing, foley recording and mixing, etc.; post-production mixing and advanced recording; instructional design – trends in instructional technology, theories and models, foundations, writing instructional objectives, designing concepts, performance technology, writing principles, content creation, authoring tools such as software, concurrent design like ethics and accessibility issues; computer graphics and its role in improving videos, tools of graphics; animation – types, principles and applications; animation production processes, how to use flash, video effects such as composition and tools, cleaning video, adding graphics, motion tracking, etc., keying effects and use of animation tools for tilting.

## **Unit 9: Advertising and Public Relations**

History of advertising, the target and product positioning, product innovation and new product development, how to plan for marketing and advertising and the effects of advertising on the society, advertising research, product research, consumer research, new media and advertising and social images; understanding brands, the journey of a product to a brand, brand management strategic process, customer based brand equity, the important steps of making a brand strong and creating a customer value, brand positioning, choosing brand elements to brand equity, integrating marketing communication, managing a brand portfolio and measuring brand equity; conceptual foundation of corporate communication, corporate communication in practice, strategic planning and marketing, specialist areas in corporate communication, corporate social responsibility and community relations, components of public relations practices such as press releases, press conferences, and News occasions, human resource development and social media and public relations.