



**Department of Media &  
Communication Studies**

**M.Phil and Ph.D. Programme in  
Media & Communication Studies**

Syllabus and Course Work



**Savitribai Phule Pune University**

**December, 2015**

## **M.Phil and Ph.D Programme in Media and Communication Studies**

Department of Media and Communication Studies started the M.Phil and Ph.D programmes with an aim to be an academic location for the development of a critical understanding about media and its engagement with society, culture, polity and economy. Envisaged primarily as a Programme for research and academic study, some of the research concerns of department include the history of media, Television studies, Indian Cinema, New media and its effective and affective roles in everyday life, Popular Culture, Media functioning in different forms, i.e., electronic, visual, print, etc., in diverse socio-cultural and political milieu.

The duration of the M. Phil course will be maximum 3 semesters i.e 18months, coinciding with the academic calendar of the university.It has both course work and dissertation. The course work will be completed in the first semester followed by dissertation within the maximum permissible period of one year. The credit requirement for course work is a minimum of 20 credits with basic, optional and auxiliary courses. The course work for Students admitted into the M. Phil/ Ph.D programme will be the same. The course work carries a total of 20 credits. The course work for MPhil/Ph.D will have a combination of lectures, tutorials, preparation and presentation of seminar papers, book reviews, class room tests and participation in discussions on work in progress. For admission in the MPhil/PhD programme students are required to appear in a written entrance examination, the dates of which will be notified on the University website. Students will be shortlisted for personal interviews on the basis of their scores in the entrance examination.

### **Programme Structure**

The M.Phil/Ph.D. course work, which carries a total of 20 Credits, has three components:

1	<b><u>Basic Courses( Compulsory)</u></b> BC 501: Theories and Concepts in Media and Communication Studies BC 502: Advanced Methods of Research in Media and Communication Studies BC 503: Writing Research	5Credits 5Credits 2 Credits
2	<b><u>Optional Courses( Any ONE)</u></b> OC504: Digital Media and Everyday Life OC505: Gender and Media Representation	5 Credits 5 Credits
3	<b><u>Auxiliary Courses ( Any ONE)</u></b> AC506: Media Seminar AC507:Research Paper/ Publication	3 Credits 3 Credits

## **BC 501: Theories and Concepts in Media and Communication Studies**

This module examines key concepts and critical perspectives on the processes of communication. It takes an interdisciplinary and theoretical perspective, comparing the claims and contribution of selected key theories of communication in order to understand and critique the symbolic and material power of communication media. With a substantive focus on the shifts from mass to networked media and from national to globalised communication processes, the course is divided into two parts. First, it offers a selective introduction to key theories in communication. Second, it examines a series of critical perspectives, drawing on current research debates in the field of media and communications and beyond.

**Evaluation:** There will be two components of evaluation: Internal assessment and final examination. The internal assessment will consist of two assignments of 25 marks each. The final examination will be for 50 marks. It will consist of subjective questions taught in the classroom.

### **References:**

VanDijk, J.A.G.M. (2006) *The Network Society: Social Aspects of New Media*, Sage.

Turkle, S. (2011). *Alone Together*. New York : Basic Books; Wasko, J. et al. (eds) *The Handbook of Political Economy of Communications*. London: Wiley-Blackwell

Dutton, W.H. (2013) *The Oxford Handbook of Internet studies*. Oxford University Press

Jenkins, H. and Thorburn, D. (eds) (2003) *Democracy & New Media*, MIT Press

McLuhan, M. (2001[1964]); *Understanding Media: The Extensions of Man*, Routledge

Meyrowitz, J. (1985) *No Sense of Place*, Oxford University Press; Routledge

Silverstone, R. (2007) *Media and Morality*, Polity Press

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## **BC 502: Advanced Methods of Research in Media and Communication Studies**

Lectures offered under this course by faculty members in the department will normally cover the following topics central to research design across the social sciences, with a specific emphasis on their application to media and communications contexts: the general nature of research as social inquiry, interviewing, critical discourse analysis, content analysis, Ideological analysis, visual analysis, survey design/questionnaires, case studies, ethnography as well as research ethics.

**Evaluation:** There will be two components of evaluation: Internal assessment and final examination. The internal assessment will consist of two assignments of 25 marks each. The final examination will be for 50 marks. It will consists of subjective questions taught in the classroom.

### **References:**

Jensen, K. B. & Jankowski, N. (Eds) (1991) A Handbook of Qualitative Methodologies for Mass Communications Research, Routledge

Kent, R. (1994) Measuring Media Audiences, Routledge

Krippendorf, K. (2004) Content Analysis: An introduction to Its Methodology (2nd edition)sage

Schroeder, K., Drotner, K., Kline, S., Murray, C. (2003) Researching Audiences. London: Arnold

Silverman, D. (Ed) (2010) Doing Qualitative Research (3rd Edition), Sage

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## **BC 503: Writing Research**

This course aims to equip students with academic writing especially skills of writing the research and enable them to build research proposal. This 2 credit course includes Analytical Writing: Fundamentals and Feedback, Writing the research argument, understanding the theoretical framework, Drawing up research questions, Building an annotated bibliography, Mapping epistemological and methodological Shifts in the theme and reviewing content/secondary data.

**Evaluation:** There will be two components of evaluation: Internal assessment and final examination. The internal assessment will consist of only one assignment of 25 marks. The final examination will be for 25 marks.

### **References:**

Wallimon Nicholas(2009) Reseach Project : Designing and planning your work, Sage Publications, London.

Hamp-Lyons Liz and Heasley Ben(2006) Study Writing, Cambridge University Press, Cambridge.

Kamler Barbara and Thomson Pat(2006), Helping Doctoral Students Write, Routledge, London and New York

Redman Peter,(1998) Good Essay Writing, Sage Publications, London.

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## **OC504: Digital Media and Everyday Life**

The course aims to explore how digital media are experienced in everyday life. This includes examining how ICTs are socially shaped, through looking at current theoretical frameworks as well as historical and contemporary examples. The course covers such matters as the domestication of ICTs, their place in social networks and their implications for time and space. Finally, a range of potential social consequences/effects are considered to address the broader questions about the extent to which these technologies are changing social life.

**Evaluation:** There will be two components of evaluation: Internal assessment and Final examination. The internal assessment will consist of two assignments of 25 marks each. The final examination will be for 50 marks. It will consist of subjective questions taught in the classroom.

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**References:**

Van Dijk, J. (2005) *The Deepening Divide: Inequality in the Information Society*, Sage, London

Van Dijk, J.A.G.M. (2006) *The Network Society: Social Aspects of New Media*, Sage.

Turkle, S. (2011). *Alone Together*. New York : Basic Books; Wasko, J. et al. (eds) *The Handbook of Political Economy of Communications*. London: Wiley-Blackwell

Buckingham D. and R. Willett, *Digital Generations (Eds) (2006) Digital Generations: Children, Young People and New Media*, MIT Press, Cambridge

Green, N. and Haddon, L. (2009) *Mobile Communications: An Introduction to New Media*, Oxford, Berg.

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**OC505: Gender and Media Representation**

We are becoming increasingly dependent, often exclusively, on what we see, read and hear in the news, on our favorite television drama series, in advertisements, on the radio, and over the Internet. This course focuses on the way media representations are implicated in the exercise of power over how we think and feel through the construction of meaning. At the same time, the course discusses some of the critical challenges, limits and threats those visual and textual representations present. The discussion focuses on the representation of the 'Other' especially Gender and the production of difference, the representation of suffering, migration conflict, timely issues whose centrality is ever more vivid.

**Evaluation:** There will be two components of evaluation: Internal assessment and Final examination. The internal assessment will consist of two assignments of 25 marks each. The final examination will be for 50 marks. It will consist of subjective questions taught in the classroom.

**References:**

Hall, S. (1997) *Representation: Cultural Representations and Signifying Practice*, Sage

Krijnen Tonny , Bauwel Sofie Van(2014) Gender and Media : Representing producing consuming sage, New Delhi.

Pickering, M. (2001). Stereotyping: The Politics of Representation, Palgrave

Silverstone, R. (2007) Media and Morality: On the Rise of the Mediapolis, Polity.

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### **AC506 :Media Seminar**

Conducted in an interactive and intensive seminar format, M.Phil/Ph.D Scholars will examine the special media topics by organizing a seminar at state/national level leading to classroom discussion and engaging in original research. Possible topics will be discussed and finalised by the faculty members of the department .

### **AC507:Research Paper/ Publication**

Student has to present the research paper in any national/international Conference or publish an article in peer reviewed Journal/ ISSN/ISBN No.

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