

BHARATHIAR UNIVERSITY : COIMBATORE – 641 046
M.Phil. / Ph.D – COMMUNICATION AND JOURNALISM
(effective from the academic year 2006-07 and onwards)

**PART – I PAPER I- RESEARCH METHODS IN
COMMUNICATION SCIENCE**

UNIT I

Need for scientific approaches in Communication – Assumptions, Goals and Characteristics of Scientific Approach – Applications of Scientific Methodologies in Social Sciences with reference to Communication

UNIT II

Components of Research: Concepts, Constructs, Variables, Hypothesis – problems of Causation : Linear and Circular – Analytical Framework – Scope and Limitations of Research

UNIT III

Approaches in Communication Research : Content Analysis, Survey, Descriptive, Analytical, Experimental and Case Study

UNIT IV

Data Analysis – Levels of Measurement – Measures of Central Tendency – Concepts, Validity and Reliability – Statistical tools – Report Writing and Presentation of Findings

UNIT V

Areas of Research – Communication and Society – Process and Product Aspects – Media problems and Issues – Mass media and Traditional media – Research problems in Information and Communication society: Telecommunication – Convergence of technologies – Media ownership and Regulation aspects

REFERENCES

1. Mass media research by Dominick and Wimmer
2. Research methods in social relations by Claire Selitz et al
3. Mass media and the national experience: essays in communication history by Farror and Stevens
4. Trends in content analysis by Pool
5. Media analysis techniques by Klaus krippendrof
6. Research methods in mass communication by Westley and Stemple
7. Content Analysis : Handbook of social psychology by Bernard Berelson
8. Content Analysis by Stone
9. The Modern research by J.Greff and Henry
10. Research in social science by david nachmias et al
11. Communication yearbook series
12. Communication research in Asia by Goonasekara et al
13. Methods in social research by Kothari

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PART – I PAPER II- COMMUNICATION THEORIES AND ISSUES

UNIT I

Nature of Theory – Relationship between Theory and Research – Theorizing in Communication – Western and Eastern perspectives.

UNIT II

Theories in Communication: Normative Theories – Aristotle, Shannon and Weaver, Lazarsfeld, Lasswell, Berlo ; Eastern approaches – response of Third World research: Culture and alternative approaches; Theories in Learning – Perception, Persuasion, Attitude and Public Opinion formation and Change – Dissonance – Balance and Congruity – Behaviouristic and Cognitive approaches – Yale Communication Research

UNIT III

Effects of Mass Communication – Bullet Theory; Limited, Moderate, Powerful Effects Model, Information Seeking Paradigm, Uses and Gratifications, Agenda Setting, Cultural Norms Theory ; Issues in Communication: Media Effects – Learning – Change – Socializing – Cultural Violence and Cultivation aspects – Catharsis - Gender and weaker section perspectives

UNIT IV

Diffusion Theories – Elements, consequences and critique of diffusion of innovation model; Communication Models – evolution of communication models in developing countries; Critical evaluation of Schramm, Westley and McClean, Gerbner, Jacobson
New approaches to communication theory – Dominant Paradigm, The paradigm shift.

UNIT V

New Media Theory – Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism; Characteristics of New Media –Uses, Adoption
ICT and Social Transformation– socio-technical paradigm, Information commodification: new consumption norms – knowledge gap.

REFERENCES

1. The dynamics of Mass Communication – By Dr. Joseph Dominick. McGraw Hill, 1993
2. Communication Theories –By J. Severin and Tankard, Hasting House, NY, 1979
3. Using Communication Theories - By Swen Windal et al., Sage, 1992
4. Handbook of Radio and Television Broadcasting – By James Fletcher (1982)
5. Many Voices One World – UNESCO (1982)
6. Communication for Tomorrow: Policy Perspectives – Ed. By Glen O Robinson
7. Television as a social force – By Richard Adler et al. Preagar Publishers
8. The story of Mass Communication: An Indian Perspective – By Gurmeet Singh Mann (1987)
9. INSAT Effects study – By Arbind Sinha and K.M. Parmer (ISRO 1995)
10. Handbook of New Media: Social Shaping and Consequences of ICT - by University of California Los Angeles, London School of Economics and Political Science, Sage Publications Inc
11. Media Technology and Society, A History: From the Telegraph to the Internet – by Brian Winston, Routledge Publications, 1998
12. Information Inequality: The deepening social crisis in America – by Herbert I. Schiller, Routledge Publications, London, 1996
13. Mass Communication: An Introduction – by John R. Bittner, Prentice Hall Inc, NJ, 1980
14. Mass Communication: Theory and Practice – by Uma Narula, Har-Anand publications Pvt. Ltd, New Delhi, 1994
15. Handbook of Communication – Ed. by Ithiel De Sola Pool et al, Rand McNally College Publishing Company, 1973
16. Mass Communication Theory – by Denis McQuail, Sage Publications, 2005