

Ph.D Semester I

ARKA JAIN University, Jharkhand
School of Research
Course Matrix
Doctor of Philosophy (Ph.D)
(w.e.f Batch 2021)

Sl. No.	Particulars	Subjects	Credits
I.	CORE COURSE	1. Research Methodology 2. Computer Applications 3. Review Report	$2 \times 2 = 4$ $4 \times 1 = 4$ Total Credits = 8
II.	ELECTIVE COURSE	(SELECT ANY ONE) 1. Fundamental Studies in Commerce and Management 2. Literary Theory 3. Economics 4. Communication and Media Research	$4 \times 1 = 4$ Total Credits= 4
TOTAL			12

Distribution of Credit across the semesters

Sl. No	Type of Paper	No. of Paper	Total Credit	% weightage
1	Core Course Paper	3	8	66.67%
2	Elective Course Paper	1	4	33.33%
	Total	4	12	100%

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SEMESTER –I

Sl. No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week L-T-P	Total Marks	Pass Marks	End Term Theory/ Practical Exam / Report Submission & Presentation
1	Research Methodology	CC	4	3-1-0	100	55	100
2	Computer Applications	CC	2	2-0-0	50	27.5	50
3	Review Report	CC	2	NA	50	27.5	50
Select any one from the electives below							
4	Fundamental Studies in Commerce and Management	EC	4	3-1-0	100	55	100
5	Literary Theory	EC	4	3-1-0	100	55	100
6	Economics	EC	4	3-1-0	100	55	100
7	Communication and Media Research	EC	4	3-1-0	100	55	100
	Total		12	10	300		300

CC-CORE COURSE Paper | EC -Elective Course Paper |

Name of the Program	Doctor of Philosophy (Ph.D)	Name of the Course	RESEARCH METHODOLOGY
Course Code	PHD41009	Credit	4
No. of Hours	60		

COURSE OUTCOMES

At the end of the course, the scholars will be able to-

- CO1: Know about the research process
- CO2: Have knowledge about the scaling and measurement techniques used in the questionnaire
- CO3: Apply the statistical tools in the analysis of the research
- CO4: Understand the significance of Research Ethics
- CO5: Able to develop the Research-Report Writing Skills

Module	Concept of Research and Research Process	8 Hours
UNIT 1		
1	Meaning and definitions of Research, Relevance and significance of research. Why there is need to do research?	
2	Types of Research	
2	Process in research report writing and dissemination of research findings.	
Module	Research Problem and Research Design	7 Hours
UNIT 2		
1	Reviewing of Literature	
2	Importance and steps in formulating a research problem	
3	Formulation of research objectives	
4	Identifying variables and formulating hypothesis	
5	Nature and classification of research design	
Module	Data Collection Methods and Scaling Techniques	11 Hours
UNIT 3		
1	Primary Data Collection Methods- Questionnaire, Schedule, Interview, Observation	
2	Secondary Data Collection Methods- Journals, Government Reports, etc.	
3	Selection of appropriate data collection method	
5	Measurement Techniques- Role of measurement in research, Types of measurement scales, Sources of error in measurement	
6	Classification of scales – Rating Scales – Attitude Scales – Likert scale	

7	Sample and Population, Types of Sampling: Probability and Non-Probability Sampling techniques	
Module	Applications of Statistical Tools in Research Scaling Techniques and Sampling Methods	15 Hours
UNIT 4		
1	Measures of Central tendency and Dispersion	
2	Correlation and regression	
3	Simple statistical applications such as Z, t, F and ANOVA.	
4	Usage of MS-EXCEL in Research	
5	Introduction to SPSS	
Module	Mechanics of Report Writing and Research Ethics	9 Hours
UNIT 5		
1	Research Proposal, Research Report, Dissertation/Thesis	
2	Citation, Notes, Reference, Bibliography, and Weblibliography	
3	Common Errors in Writing Research Report: Plagiarism and Copyright Issues	
4	Ethics in Research, refereed publication	

Textbooks(T)			
Sr. No.	Title	Author	Publisher Name
T-1	Research methodology: Methods and Techniques	C .R. Kothari	New Age International

Reference Books(R)			
Sr. No.	Title	Author	Publisher Name
R-1	Research Methodology: A Step-by-Step guide for Beginners	Kumar Ranjit	Sage Publications Ltd.
R-2	Methods in Social Research	Goodde and Hatte	New York:McGraw-Hill, 1952
R-3	An Introduction to Research Procedures in Social Sciences	Gopal, M. H.	Bombay: Asia Publishing House, 1970
R-4	A Short Introduction to Social Research	Henn, Matt	New Delhi :Vistaar Publications, 2006
R-5	Research Methodology in Social Sciences	Krishnaswami, O.R.	Delhi: Himalaya Publications, 2000

Name of the Program	Doctor of Philosophy (Ph.D)	Name of the Course	COMPUTER APPLICATIONS
Course Code	PHD41010	Credit	2
No. of Hours	30		

COURSE OUTCOMES

At the end of the course, the Scholars will be able to-

C01: Apply computer application concepts, as well as the theory and principles of computer science and mathematics, to the development and maintenance of complex systems.

C02: Design and validate various computer system analysis models.

C03: Identify various sources of information for literature review and data collection using computer applications.

Module	Computer Fundamentals	5 Hours
UNIT 1		
1	Introduction and need of Computers Computer memory, computer generations, Basic computer organization; System software, Application software.	
2	Central Processing Unit - Processor Speed, Cache, Memory, RAM, ROM, Booting, Memory- Secondary Storage Devices: Floppy and Hard Disks, Optical Disks CD-ROM, DVD, Mass Storage Devices: USB thumb drive. Managing disk Partitions, File System Input Devices - Keyboard, Mouse, joystick, Scanner, web cam, Output Devices- Monitors, Printers – Dot matrix, inkjet, laser,	
3	Operating system – DOS, Windows, UNIX, Linux. Basics of Windows. User Interface, File Management, File Transfer (ftp, WSftp).	
4	Difference between presentation and document. Application of computer for business and research	

Module	Data Communication and Networks	5 Hours
UNIT 2		
1	Introduction: Definition of a Computer Network; What is a Network?, Components of a computer network: Use of Computer networks; Data communication concepts	
2	Local Area Networks(LANs), Metropolitan Area Networks(MANs), Wide Area Networks(WANs)	

3	Computer topologies: Physical vs. Logical Topology, Types of topologies: Linear Bus Topology, Ring Topology, Star Topology, Hierarchical or Tree Topology, Topology Comparison, Considerations when choosing a Topology, Modes of communication: Simplex, Half Duplex, Full Duplex, Concept of Channel, Sender and receiver with Communication process
4	internet, intranet, extranet, website
5	E-mail, search engines-enterprise E-communication and E-collaboration

Module	Using Computer & Internet for Research	5 Hours
UNIT 3		
1	The Internet: Introduction, Use of Internet, major internet services. WORLD WIDE WEB, e-Mail, File Sharing, Blogging, Web Feeds, IP, DNS, ICANN.	
2	Role of Computer in research. Role of computer in design and planning phase, role of computer in sample size calculation, role of computer in empirical phase, role of computer in research dissemination.	
3	Downloading super tools for better computing Internet and the society	
4	Use of E-Journals, Use of E-library, Searching the keyword search engines, News and multimedia, governments, archives and statistics	
5	INFLIBNET - SOUL, UGC-Infonet, OJAS, SHODHGANGA, SHODHGANGOTRI, e-PG PATHSHALA.	

Module	Introduction to Research Related Software	5 Lectures
UNIT 4		
1	Introduction to Data analysis software-SPSS: Definition, objectives and features. Data analysis using SPSS: Data entry creating variables, switching to data labels	
2	Data analysis: Frequencies, recording into different variables, cross tabulations and layers.	
3	REF-N-WRITE Academic Writing Tool, Free Online Statistical Testing Tools, Microsoft Excel, Google Scholar, ResearchGate.	
4	Core calculation software, developing utility programs for research. Other Data Analysis softwares - DataMelt, MATLAB, SCILAB, Maple	
5	Introduction to C programming. Compilation, Linking and Loading, Testing and Debugging, Documentation	

Module	Tools and Utilities Related with Research	5 Hours
UNIT 5		
1	MS-Office and its application	
2	Research publishing tool - Microsoft Word, Adobe Acrobat Word	

	processing concepts: saving, closing, Opening an existing document, Selecting text, Editing text, Finding and replacing text, printing documents, Creating and Printing Merged Documents, Character and Paragraph Formatting, Page Design and Layout. Editing and Profiling Tools: Checking and correcting spellings. Handling Graphics, Creating Tables and Charts, Document Templates and Wizards.
3	Graphics tool - Microsoft Excel, Spreadsheet Concepts, Creating, Saving and Editing a Workbook, Inserting, Deleting Work Sheets, entering data in a cell / formula Copying and Moving from selected cells, handling operators in Formulae, Functions: Mathematical, Logical, statistical, text, financial, Date and Time functions, Using Function Wizard
4	Microsoft Power Point: Creating presentations and adding effects Creating, Opening and Saving Presentations, Creating the Look of Your Presentation, Working in Different Views, Working with Slides, Adding and Formatting Text, Formatting Paragraphs, Checking Spelling and Correcting Typing Mistakes, Making Notes Pages and Handouts, Drawing and Working with Objects, Adding Clip Art and other pictures, Designing Slide Shows, Running and Controlling a Slide Show, Printing Presentations.

Textbooks(T)			
Sr. No.	Title	Author	Publisher Name
T-1	Computer Fundamentals	P.K Sinha	BPB Publications, 1992

Reference Books(R)			
Sr. No.	Title	Author	Publisher Name
R-1	BPB's Computer Course Windows 10 with MS Office 2016	Prof Satish Jain	BPB Publications
R-2	The ABCs of Microsoft Office 97 Professional edition	Guy Hart-Davis	BPB Publications, 1998.

Name of the Program	Doctor of Philosophy (Ph.D)	Name of the Course	REVIEW REPORT
Course Code	PHD41011	Credit	2
No. of Hours	NA		

COURSE OUTCOMES

At the end of the course, the scholars will be able to-

- C01: Learn the process of reviewing the existing literature
- C02: Develop the Review-Report Writing Skills
- C03: Improve the Presentation Skills

Course Contents:

- The research scholar is expected to write a review report based on the review of literature in the interested area of his research.
- The review report written by the scholar will be submitted to the department at the end of the course.
- The scholar has to present the PowerPoint Presentation of the report submitted by him.

Name of the Program	Doctor of Philosophy (Ph.D)	Name of the Course	FUNDAMENTAL STUDIES IN COMMERCE AND MANAGEMENT
Course Code	PHD41006	Credit	4
No. of Hours	60		

COURSE OUTCOMES

At the end of the course, the scholars will be able to-

CO1: Understand the basic concepts of commerce, business environment, economics and management and the principles.

CO2: Develop research skills in specialized areas of management- Marketing, Finance, Accounting and Human Resource Management.

Module	Commerce Fundamentals	3 Hours
UNIT 1		
1	Business Environment – Meaning, Feature and Importance	
2	Types of Business Environment – Economic, Political, Legal, Social, Cultural, Natural	
3	Changing Economic Environment – Liberalization, Privatization, Globalization	

Module	Management Fundamentals	7 Hours
UNIT 2		
1	Management- Meaning, Managerial roles	
2	Levels of Management	
3	The Planning function	
4	The Organizing function	
5	The Staffing function	
6	The Directing Function	
7	The Controlling function	

Module	Economics Fundamentals	8 Hours
UNIT 3		
1	Exploring the subject matter of Economics.	
2	Supply and Demand: How Markets Work, Markets and Welfare	

3	The Households: The consumption decision - budget constraint, consumption and income/price changes
4	The Firm and Perfect Market Structure: Behaviour of profit maximizing firms and the production process; short run costs and output decisions; costs and output in the long run.
5	Imperfect Market Structure Monopoly and anti-trust policy; government policies towards competition; imperfect competition

Module	Fundamentals of Marketing	11 Hours
UNIT 4		
1	Marketing: Meaning, Definitions, Concepts & Philosophies of Marketing,	
2	Core of Marketing: Needs, Wants and Desires	
3	Goods & Services Marketing-Mix,	
4	Introduction to Product Management, Pricing: Categories, Factors and Levels, Place & Distribution,	
5	Promotion: Introduction and Promotion-mix elements,	
6	Social media Marketing- an emerging marketing concept; Options available	

Module	Fundamentals of Accounting and Finance	10 Hours
UNIT 5		
1	Accounting – Meaning, Concepts, Branches, Significance	
2	Financial Statements – Meaning, Types, Usage, Common Size Statements, Comparative Statements	
3	Financial Statements Analysis - Ratio Analysis, Cash Flow Statement, CVP Analysis	
4	Accounting Association and Institution – Its role, Accounting Standards	
5	Introduction to Financial Management, Objectives, Financial Decisions	
6	Financial Planning: Introduction, Objectives, Benefits, Guidelines	
7	Capital Structure, Financial and Operating Leverage	
8	Cost of Capital, Capital Budgeting, Working Capital Management, Dividend Policy	
9	Cash Management: Introduction, Motives of handling cash and Cash planning	

Module	Fundamentals of Human Resource Management	11 Hours
UNIT 6		
1	Human Resource Management- Introduction	
2	Manpower Planning and Resources	

3	Recruitment- Introduction and Methods
4	Selection- Introduction, Methods
5	Compensation and Benefits
6	Performance Management
7	Training and Development: Levels and Types
8	Staffing: Job Design, Job Description and Job responsibility
9	Global Human Resource Management And Emerging Issues
10	Strategic HRM
11	HR Analytics

Textbooks(T)			
Sr. No.	Title	Author	Publisher Name
T-1	Principles and Practice of Management	L.M. Prasad	Sultan Chand and Sons- Educational Publisher, New Delhi
T-2	Essentials of Business Environment	K. Aswathappa	Himalaya Publishing House
T-3	Principles of Marketing	Philips Kotler, Gary Armstrong, John Saunders & Veronica Wong	Prentice Hall
T-4	Financial Management- Theory and practice	Prasanna Chandra	Tata Mcgraw hill publication
T-5	Managerial Economics	D.N. Dwivedi	Vikash Publishing House. Pvt. Ltd

Reference Books			
Sr. No.	Title	Author	Publisher Name
R-1	Economics and Business Environment	<u>WimHulleman</u> , <u>Ad Marijs</u>	Routledge
R-2	Principles of Management	P C Tripathi P N Reddy	<u>MC GRAW HILL</u>
R-3	MKTG: Principles of Marketing	Charles W. Lamb, Joe F. Hair, Carl McDaniel	Mindtap
R-4	Management Accounting	Pandey, I.M	Vani Publication, Delhi
R-5	Economics- Principles and Applications	Mankiw	Cengage Learning
R-6	Macro Economic Theory and Policy	H.L. Ahuja	S. Chand Publications
R-7	A Hand book of Human Resource Management Practice	Michael Armstrong	Kogan Page publications

Name of the Program	Doctor of Philosophy (Ph.D)	Name of the Course	LITERARY THEORY
Course Code	PHD41007	Credit	4
No. of Hours	60		

COURSE OUTCOMES

At the end of the course, the scholars will be able to-

CO1: Learn about the different theories that have made their impact on literature.

CO2: Make use of such theories and refer to literary review in their research papers.

Module	Marxism, Postmodernism, Psychoanalytic Criticism and Formalism	10Hours
UNIT 1		
1	An introduction on Literary Theories and Schools of Criticism	
2	Introduction to Marxism, Postmodernism, Psychoanalytic Criticism and Formalism	
3	Fundamentals of the theories	
4	Significance and Applications of the theories in literature	
Module	Structuralism, Deconstruction and Reader-Response and Reception Theory	10Hours
UNIT 2		
1	Introduction To The Theories	
2	Fundamentals of the theories	
3	Significance and Applications of the theories in literature	
Module	Feminist Criticism & Postcolonial Criticism & Cultural Studies and New Historicism	14 Hours
UNIT 3		
1	Introduction to the movements	
2	Fundamentals of the theories	
3	Significance and Applications of the theories in literature	
Module	British Literature, African Literature and American Literature	08Hours
UNIT 4		

1	Introduction and historical background study on the writers of British Literature	
2	Introduction and historical background study on the writers of American Literature	
3	Study of genres of literature: Fiction and poetry	
Module	Contemporary Indian English Literature	8Hours
UNIT 5		
1	Indian Literary Aesthetics	
2	Introduction and historical background of Indian English Literature	
3	Contemporary Indian English Writers	
4	Characteristics of Indian English Literature	

Textbooks(T)			
Sr. No.	Title	Author	Publisher Name
T-1	An Introduction to English Criticism		Paperback
T-2	English Literary Criticism And Theory: An Introduction	M S Nagarajan	Orient Black Swan
T-3	An Introduction to Literature, Criticism and Theory.	Andrew Bennett, Nicholas Royle	Rutledge
T-4	Beginning Theory: An Introduction to Literary and Cultural Theory	Peter Barry	Paperback
T-5	Reader's Guide to Literature in English	Mark Hawkins	London & Chicago
T-6	<i>Contemporary Literary And Cultural Theory: From Structuralism To Ecocriticism,</i>	Nayar	Pearson.

Reference Books			
Sr. No.	Title	Author	Publisher Name
R-1	A Reader's Guide to Contemporary Literary Theory	Raman Selden	University Press Kentucky
R-2	Contemporary Literary Theory : A Students Companion	N Krishnaswamy	Macmillan
R-3	Sympathy and India in	A. Rudd	Macmillan

	British Literature		
R -4	Research Guide to American Literature	Benjamin Franklin	Maple Press
R -5	Teaching African literature Today	Ernest Emenyonu	HEBN Publishers
R -6	Indian Writing in English	Mohit Kumar	Atlantic Publishers

Name of the Program	Doctor of Philosophy (Ph.D)	Name of the Course	ECONOMICS
Course Code	PHD41003	Credit	4
No. of Hours	60		

COURSE OUTCOMES

At the end of the course, the scholars will be able to-

- C01: Understand the basic concepts of economics
- C02: Understand the issues in Social Sector, Public Policy
- C03: Know the theories of applied environmental economics
- C04: Understanding the concepts of Globalisation and its Challenges
- C05: Develop the research skills in the area of Economics

Module 1	Research Methods in Economics	12Hours
UNIT 1		
1	Nature of Inquiry and Truth: Ontology and Epistemology of Economic Events. Methodological Approaches of Economics: Individualism, Socialism and Existentialism (Schumpeter, Weber, Hayek, Popper, Elester), the Methodology of Positive Economics	
2	Approaches to Research: Descriptive vs. Analytical, Applied vs. Fundamental, Quantitative vs' Qualitative, Conceptual vs. Empirical. The Time Consideration: Historical, Experimental and Ex Post Facto.	
3	The Scientific Method: Positivism and Post Positivism, Introduction to Indian System of Logic and Method of Knowing Things, Empiricism, Nature of Reality	
4	Qualitative Research: The Contextual Understanding, Multiple Sources of Influences and Data, Role of Researcher as primary Tool for Data	
5	Action Research and Innovative Methods: The participatory research, Cooperative Enquiry, Participatory Action Research, Emancipatory, Action Research	

Module	Issues in Social Sector	12Hours
UNIT 2		
1	Social Exclusion & Inclusion, Social Development Index , Human Resource Development & Human Development, Measurement of Various Forms of Human Development	
2	Economics of Education : Formal and Non-Formal Education , Education for All in India : Primary Education, Quality concerns in Elementary education. Education of Urban and Rural Disadvantaged Children, Education among SC's &	

	ST's. Decentralization of Education. Contribution of NGOs in Basic education. Union and State Governments - Special Programmes for Education, Educational Financing: Financing of Elementary, Secondary & Higher Education in India.
3	Economics of Health : Role of State in Health, Role of Central Govt. & State Govts. Economic Growth, Poverty and Health. Communicable and Non-Communicable Diseases. Maternal and Child Survival. HIV / AIDS in India, Health Finance. Drug Policy and Regulation. Indian Systems of Medicine.

Module	Quantitative Techniques in Research	8 Hours
UNIT 3		
1	Review of Statistical Tools and Techniques, Estimator and Estimation, Point and Interval Estimation, ANOVA, Parametric and Non-parametric Tests	
2	Data and Errors in Data. Methods of Estimation of Parameters. Introduction of Parametric, Semi, Nonparametric and Bayesian Methods of Estimation	
3	Linear Regression with Multiple Variables, Shortcomings of Linear Regression Models Introduction to Non Linear Regression Function.	
4	Introduction to Multivariate Analysis; Factor, Cluster and Discriminant. Computer Applications; Use of SPSS and STATA.	

Module	Applied Environmental Economics	8Hours
UNIT 4		
1	Consumer Welfare Measurement in Environmental Economics Framework	
2	Valuing Non-market benefits	
3	Evaluating Natural Resource Policy	
4	General equilibrium considerations	
5	The Quest for Sustainable Development	
6	Environment and the Developing Countries with reference to India	

Module	Issues in Macro Economics	10 Hours
UNIT 5		
1	Consumption Function: Consumption under uncertainty, estimation of aggregate consumption function, Investment Function-empirical model of aggregate investment function,	
2	Macroeconomic Problems of Inflation & Unemployment: Measurement of Inflation: WPI & CPI in India- System of weighting and issues in computation, Monetary Growth, Rate of interest and Inflation, Empirical testing of the determinants and impacts of inflation, Inflation Targeting, Patterns & trends of unemployment, Wage rigidity and structural unemployment, Relationship between Inflation and unemployment in closed and open economy	
3	Dynamic Macroeconomics- The Solow Model and the Central Question of	

	the Growth Theory, Growth Accounting and Sources of Economic Growth, Convergence and differences in the rate of growth across countries, Endogenous Growth Model, Education and Economic Growth, Health Status and Economic Growth
4	International Macroeconomics- Empirical verification of Approaches to Balance of Payments: Elasticity, Absorption and Monetary Approaches, International Capital Flow- Determinants & Impact of FDI on economic growth, employment and regional disparity :Case study of China, India and Latin American countries

Textbooks(T)			
Sr. No.	Title	Author	Publisher Name
T-1	Foundation of Modern Macroeconomics	Hejindra, B. J. and F.V. Ploeg (2001)	Oxford University Press, Oxford
T-2	Economic Reform and Social Secotr Development	K. Seeta Prabhu (2001)	N. Delhi: Sage Publication

Reference Books			
Sr. No.	Title	Author	Publisher Name
R-1	Globalisation an Attack on India's Sovereignty	Arvind (2002)	New Vistas Publication, New Delhi
R-2	Employment and Development: Essays from an Unorthodox Perspective	Bhaduri Amit (2006)	Oxford University Press
R-3	International Economics	Salvatore, Dominick	John Wiley

Name of the Program	Doctor of Philosophy (Ph.D)	Name of the Course	COMMUNICATION AND MEDIA RESEARCH
Course Code	PHD41008	Credit	4
No. of Hours	60		

Course Outcome:

At the end of the course, the scholars will be able to-

C01: Develop an understanding on the sources of knowledge and on the evolution, concept, context and approaches in media and communication research.

C02: Learn and understand different communication models and theories and its relevance and application to research.

C03: Develop an understanding on the areas of research in media and communication.

C04: Understand the steps and processes involved in media research.

Module	Introduction to Communication and Media Research	11Hours
UNIT 1		
1	Sources and Methods of Acquiring Knowledge	
2	Perception, Inductive and Deductive Logics	
3	Meaning and Concept of Media and Communication Research	
4	Context in Communication Research	
5	Social, Economic, Cultural, Technological and Political, Development of Mass Media Research	
6	Evolution of Communication Research: Global Perspective; Communication Research in India	

Module	Communication Theories and Models	13 Hours
UNIT 2		
1	Theories in Communication: Normative Theories	
2	Theories in Learning – Perception, Persuasion, Attitude and Public Opinion formation and Change– Dissonance Effects of Mass Communication	
3	Bullet Theory; Limited Effects Theory, Uses and Gratifications, Agenda Setting, Cultivation Theory; Diffusion of Innovations theory, Gerber	
4	Jacobson New approaches to communication theory –Dominant Paradigm, The paradigm shift. Aristotle, Shannon and Weaver and Lasswell’s model, Braddock’s model (1958), Schramm & Osgood’s model (1954) Newcomb’s model (1953) Berlo’s model (1960) Dance’s model (1967),Spiral of Silence model (1974), Convergence model (1981),	

Module	Areas of Research in Media and Communication	16 Hours
UNIT 3		
1	Research in Print Media- Content, Readership and Coverage	
2	Media Framing and Priming, Audience Research-Radio-Television-New Media	
3	Socio-Political Impact of the Internet Production , Audience Uses of Media, Studying Media Use Among Different Social Groups, Media Socialization and Group Identity	
4	Effects Research: News and Politics, Researching the Nature of News, Ideological Effects of the Media; Media and Violence, Media and Sexual Behaviour	
5	Research on Television Ratings, Advertising Research, Public Relations Research	
6	New Media Research	
7	Research in Traditional Folk and Alternative Media	
8	Ethical issues in media research	
9	Media research as a tool of reporting	

Module	Steps and Process in Media Research	10Hours
UNIT 4		
1	Study the situation	
2	Identification of research problem, Setting research objectives, Formulation of hypothesis	
3	Review of literature, deciding research design, Features of a good research design	
4	data collection, data analysis, Finding results	
5	Inference and outcomes, suggestion for further research	
6	Importance and significance of Reference and Bibliography in research	
7	Ethical issues in research: Plagiarism	

Textbooks(T)			
Sr. No.	Title	Author	Publisher Name
T-1	Mass Media Research: An Introduction	Roger D.Wimmer & Joseph R. Dominick	Wadsworth Publishing Company
T-2	Research Methodology: Methods and Techniques,	Kothari, C.R.	New Age International Publishers
T-3	Media Research Techniques.	Arthur Asa Berge,	Sage Publications
T-4	Mass Communication Theory- An Introduction	Denis McQuail	Sage Publications
T-5	Communication Models	Uma Narula	Atlantic

Reference Books			
Sr. No.	Title	Author	Publisher Name
R-1	Communication Research: Issues and Methods.	J.A Anderson	New York: McGraw- Hill
R-2	Foundations of Behavioural Research.	F.N.Kerlinger	Delhi:Surjeet Publications.
R-3	Media Metrics: An Introduction to Quantitative Research in Mass communication.	Manoj Dayal	Sage Publications.
R-4	Research Methodology.	Prasant Sarangi	Delhi:Taxman Publication.
R-5	The Essential Guide to Doing Your Research Project.	Leary O. Zina;	London: Sage Publications.
R-6	Communication Research : Some reflections,	J.S Yadava	IIMC Mineo
R-7	Dynamics of Mass Communication (Theory and practice),	Uma Narula	Atlantic Publisher