

Ph.D Entrance (Research Methodology) Syllabus

Visual Communication

ICT Research

Development of IT Industry in India, Growth of New Media, Types of New Media, Social Media-Social Network, Blogs online video, Social Tagging, Virtual World, Wikis, Definition and concept of New Media, Structure, Content, Challenges before Print Media, changing role of Journalist, Gatekeepers VS Navigators, Cyber Journalism, Online Editions of Newspaper, Cyber newspaper creation, Online editing and publishing, Media Convergence and its impacts on Media Management, ICT and Indian Social change, ICT and poverty alleviation. Social effects, new media ethics

Print Research

Research applications in Print & Electronic Media; Types of Print Media Research--Readership Research; Methodology of Readership Research--Drawing readers profiles; Item-selection studies, Reader-Nonreader studies; Circulation Research; Research applications in Electronic Media; Rating and Non-rating research; Interpreting ratings

Film Research

A brief history of films: Silent era – Talkies – popular cinema in 1950s – New wave cinema – Types of films – stage in film making – sound Recording – post production– Animation techniques – Film reviews – Film appreciation.

Problems and prospects of the Indian film industry, film organizations – FTII, NFDC –Censorship – Laws: Khosla Committee report – National/State Film policies. State of the film industry; regional cinemas; problems and issues; future prospects.

Advertising Research

Why Research in Advertising

#Problems of advertising where Research has a role to play: Market Research, Consumer

#Research, Product, Research, Copy Research, and Audience Research

#Feedback and Evaluation of the advertising results

#Specific Research Techniques in Advertising: Motivation Research, Consumer Jury Test, Inquiry Test, System rating List, Recognition of Readership Test, Recall Test, etc.

#The role of computer in analyzing advertising

Ethics of Advertising Research

Research for Radio and Television (5)

TV and culture

- Programme Research
- Audience Research
- Ratings and Calculations
- Audience Feedback

1.5.2 Positive Effects of Television on Society 17

- Spreading Information 17
- Creating Memories 17
- Social Media 17

1.5.3 Negative Effects of Television on Society 18

- Desensitized to Violence 18
- Increased Aggression in Adults 18

References:

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3. Roger D. Wimmer and Joseph R. Dominick: Mass Media Research: An Introduction, Thomson Wadsworth 2006
4. Shearon A. Lowery and Melvin L.DeFleur: Milestones in Mass Communication Research, 1995 Allyn and Bacon
5. Barrie Gunther: Media Research Methods: Measuring Audiences, Reactions and Impact, Sage Publications 2000
6. Daniel Riffe, Stephen Lacy and Frederick G.Fico: Analysing Media Messages: Using Quantitative Content Analysis in Research : Lawrence Erlbaum Assoc Inc July 2005
7. Research Methodology and Analysis: Sharma R.P. Publisher- DPH Publication, New Delhi
8. Methodology of Research in Social Sciences: Krishna Swamy- Himalaya Publication
9. Marketing Research- An applied orientation by Naresh K. Malhotra-Publisher- Prentice Hall of India Publication
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