

Centenary Celebrated Sharnbasveshwar Vidya Vardhak Sangha's



**Poojya Daddappa Agga**  
7th Mahadesha Peshchadpati,  
Sharnbasveshwar Samsthan  
Founder President, Sharnbasveshwar  
Vidya Vardhak Sangha



**Poojya Chiranjeevi Daddappa Agga**  
5th Bhatti Mahadesha Peshchadpati,  
Sharnbasveshwar Samsthan

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Estd.: 2017  
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**Poojya Matahree Dakshajini S. Agga**  
Chairperson, Sharnbasveshwar Vidya Vardhak Sangha  
Member BOS, Sharnbasva University, Kalaburagi



**Poojya Dr. Sharnbaswappa Agga**  
10th Mahadesha Peshchadpati, Sharnbasveshwar Samsthan  
President, Sharnbasveshwar Vidya Vardhak Sangha  
Chancellor, Sharnbasva University, Kalaburagi

**Approved By:**  
\*Govt of Karnataka vide Notification No, ED 144 URC 2016 Dt 29/07/2017  
\*UGC Under Section 2f Vide letter No. F.8-29/2017 (CPP-I/PU), Dt 20/12/2017

**Approved By:**  
\*All India Council for Technical Education (AICTE), New Delhi  
\*Council Of Architecture (COA), New Delhi

## SYLLABUS FOR PH.D. ENTRANCE EXAMINATION 2020-21

### Faculty of Social Sciences

#### Research Methodology (Weightage 50%)

**Unit -I** Foundations of Research: Definition, nature and scope of Communication Research. Characteristics of Scientific Research. Functions of Communication research

**Unit - II** Types of Research: Methods of communication research- census, survey,(field studies, people meter) and observation - clinical studies- Experimental Research. - case studies- historical, content analysis

**Unit - III** Tools of data collection- sources, Historical sources of data- media source, books- Questionnaire and schedules- maintaining diary, telephone surveys,

**Unit -IV** Difference between: Primary and Secondary Sources and a thesis / dissertation, Basic and Applied research.

**Unit -V** Research process: Selection of the problem, Review of Literature, Formulation of research questions / Hypotheses, determining the appropriate, (EPA,MLA, Foot notes, Presentation of data review and results

**Unit VI** -Report writing: Writing a research proposal, Writing Research Thesis / Dissertation: Components of a thesis / dissertation. Preparation of research project reports, - Ethical perspectives of media research,

**Unit -VII** sampling methods: Representativeness of the samples, sampling errors and distributions in the findings.

**Unit -VIII** Data analysis: techniques - coding and tabulation - non statistical methods - statistical analysis - parametric and nonparametric tests - tests of significance.

**Unit- IX** Levels of measurement; central tendency - Mean, Median and Mode, tests of reliability and validity - SPSS and other statistical packages.

**Unit -X** Trends in Research : karnataka and India

#### **Books for study and Reference:**

1. Mass Media Research – W immer & Dominick
2. Communication Research Methods - Bowers & Courtight
3. Foundations of Behavioral Research - Curlinger
4. Communication Research Methods - Hsia
5. Research Methods and New Media- Rice & Rogers

6. Research Methods in Mass Communication - Stemple and Westley
7. Goode W. and Hatt P.K. Research Methods in Social Sciences
8. Kin'Robert Case Study Research: design and methods
9. J. Berger Media and Communication Research Methods: an introduction to qualitative and quantitative approaches.
10. Ralph Natiger and David M. White : Introduction to Mass Communication Research
11. Roger D. Wimmer and Joseph R. Dominick Mass Media Research: an introduction.
12. ಸಾಮಾಜಿಕ ಸಂಶೋಧನಾ ವಿಧಾನಗಳು.

## **DIFFERENT FACETS OF JOURNALISM** (Weightage 50%)

**UNIT-I.** History of Printing- Early growth of Indian Press- historical development of newspapers and magazines, important personalities of Indian journalism. Journalism and Indian languages, history of the language journalism. - Press and Freedom movement, Press after 1947- Development of Press since 1977 to till date- Globalization and Indian Press- Status of Magazine Journalism in India.

**UNIT-II.** Translation Definition – Importance – Types of Translation – Theories of Translation – Tools of Translation – Process of Translation – Translation in the Globalization era – Inter Semiotic Translation.

**UNIT-III.** News- concept- definitions- news values- elements- news writing techniques- lead-types of leads- body. Organization of reporting section in a newspaper- Qualifications, duties and responsibilities of a reporter and chief reporter- News sources and maintaining confidentiality.

**UNIT-IV.** Media and freedom: Concept of media freedom; theories of media liberty and democracy; - Rights and duties of mass media, Acts governing Media Freedom.

**UNIT-V** Communication- Definition, nature, elements, process functions and scope-Basic models of communication; Aristotle, Shannon and Weaver, David Berlo, Harold Lasswell, Osgood, Schramm, DeFleur Gerbner and New Combs.

**UNIT-VI.** Concept of Public Relations, Nature and Scope of Public Relations, Functions of Public Relations, Evolution of Public Relations in the World and India, Public Relations in Public and Private Sectors.

**UNIT-VII.** Digital media- Introduction, characteristics, Digital media devices- Tablet and Smart phones, Digital Storage devices- Hard discs, Memory cards, USB Flash drives and Compact discs, Online and Cloud storage, Digital media content and its formats – Text, Image Audio, Video and animations.

**UNIT- VIII.** Introduction to Radio- Radio as a Mass Communication, Characteristic of Radio, Radio journalism- Writing for radio – Radio Jockey- Spoken language writing - writing for programmes – writing for radio commercials- news writing - structuring radio-copy; editing agency copy, reporter's copy - compiling radio news programmes; writing intro to bytes- writing headlines and promos.

**UNIT-IX.** Advent of television in the world and India ,Characteristics of television - TV telecasting types- Skills in TV scripting and direction, TV production team, Stages of TV programmes - pre-production, Production and post production, graphics - CG and VG, animation. ENG- DSNG and OB broadcasting.

**UNIT-X.** Origin and Development of Internet Technology- WWW concept and operations, Role of Computers, Present Status of Internet in India. Advantages and Disadvantages of Internet. Convergence and Multi-media: Print, Radio, TV, internet and mobile. Media and Current Affairs  
a) Media and Human Rights b) Media and Gender Issues c) Media and Social Justice d) Media and Globalisation e) News and Analysis of Current Issues.

**Books for Study and Reference:**

1. Indian Journalism -Nadig Krishnamurthy
2. Vruttapatrike -D. V. Gundappa
3. Mass Communication in India -Keval J. Kumar
4. Handbook of Reporting and Editing -Ravindran
5. Professional Journalism-M. V. Kamath
6. Encyclopedia of Multi-Media- N. Afaque Shamsi.
7. Digital Media and Communication Technology- D.K.S.Rawat.
8. Visual Communication- Pradeep Mandav.
9. The Complete reference – Web design by Thomas A Powell
10. Mass Communication Theory- Denis Macqual
11. Basic Audio-Visual Media, Shipra Kundra, Anmol Publication.
12. Television Production. Handbook - H. Zettel
13. History of Indian Press – Growth of Newspaper in India, Surjith Publications, New Delhi (1988) - Ahuja B. N.
14. Language the Basics:-R.L. Transk
15. Complete reference- Web Design - Thomas A Powell
16. Law of the Press - D.D Basu.
17. Television and the Public Interest - Blumer J.G .
18. Press and Democracy - Kaushal N
19. The profession and the practice – Otis Baskin and Craig Aronoff
20. Communication and public relations Columbus ohio merril – Pill Quirke