

University of Calicut
Department of Journalism and Mass Communication

PhD- Course Work Syllabus (2019 Admission Onwards)

Course I: MASS MEDIA RESEARCH
Credits: 4

Module I

Communication Research Process

Essential Reading:

Part I : Wimmer, Roger D. And Dominick, Joseph R. MASS Media Research: An Introduction, 9th Edition, Wadsworth, Australia

Module II

Approaches in Communication Research

Essential Reading:

Part II : Wimmer, Roger D. And Dominick, Joseph R. MASS Media Research: An Introduction, 9th Edition, Wadsworth, Australia

Module III

Data Analysis

Essential Reading:

Part III : Wimmer, Roger D. And Dominick, Joseph R. MASS Media Research: An Introduction, 9th Edition, Wadsworth, Australia

Module IV

Workshop on Data Analysis Software

Training will be offered on any proprietary/open software for data analysis focusing on the tests and tasks detailed in Module III: Data Analysis

Module V

Research Applications

Essential Reading:

Part IV : Wimmer, Roger D. And Dominick, Joseph R. MASS Media Research: An Introduction, 9th Edition, Wadsworth, Australia

Additional Readings:

1. Vogt, W. Paul and Johnson, R. Burke. The Sage Dictionary of Statistics and Methodology, Sage
2. Kerlinger, F. N. :*Foundations of behavioral research*. New York: Holt, Rinehart and Winston
3. Berger, Arthur Asa: *Media Research Techniques*, Newbury Park: Sage Publications
4. Lowery & De fluer: *Milestones in Mass Communication Research*, Pearson

UNIVERSITY OF CALICUT
Ph.D. Preliminary Qualifying Examination
Model Question Paper
Paper I: Mass Media Research

Time: 3 hours

Maximum Marks: 70

Part I

- 1. Write short notes on any six of the following. (6x5 = 30 marks)**
- (a) Ex post facto research.
 - (b) Longitudinal studies
 - (c) Sampling error
 - (d) Levels of measurement
 - (e) Focus Groups
 - (f) Bibliography
 - (g) Likert scale
 - (h) Chi-square
 - (I) Stratified random sampling
 - (j) Deductive and Inductive reasoning

Part II

Answer any four of the following: (4x10 = 40 marks)

- 2. How would you ensure 'objectivity' in your research? Explain with examples.
- 3. Differentiate probability sampling from non-probability sampling.
- 4. Explain the step-by-step procedure for conducting an ethnographic study.
- 5. Define content analysis. Draw a procedural outline for the conduct of content analysis of The New Indian Express and The Hindu to assess news programming similarities and differences between the two dailies.
- 6. Distinguish between formative and summative research.
- 7. What is a hypothesis? How hypothesis are arrived at and why should the validity be tested? Explain with examples.