

Ph. D. Preliminary Qualifying Examination

SYLLABUS (For 2012 Admission onwards)

PAPER I : Research Methodology (Journalism and Mass Communication)

Unit 1: Introduction to Communication Research: Development of communication research. Nature and scope of communication research. Milestones in mass communication research. Characteristics of research. Deductive and inductive reasoning. Elements of research: concepts and constructs; variables – dependent, independent and intervening; Levels of measurement – nominal, ordinal, interval and ratio; discrete and continuous variables.

Unit 2 : Types of research: Pure research and applied research; action research; qualitative and quantitative research; ex post facto research; experimental research; survey research; content analysis; longitudinal studies; panel studies; case studies; formative and summative research.

Unit 3 : Sampling methods: Probability sampling methods – simple random sampling, stratified random sampling, cluster sampling; systematic sampling – sample size; sampling error; non probability sampling methods – quota sampling, convenience sampling, purposive sampling; snowball sampling.

Unit 4 : Research Procedures: Formulating research problem; literature review; stating objectives/research questions and hypotheses; developing data collection tools–questionnaires, interview schedules; scales–Likert, Guttman, Thurstone and Semantic Differential scales. Validity and reliability; Data coding and analysis.

Unit 5 : Basic statistical procedures: Non parametric statistics–chi-square; contingency table, parametric statistics – the t-test, ANOVA, MANOVA; Spearman and Pearson correlation, Introduction to computerized statistical packages.

Unit 6: Research writing and publication: Writing research reports/Thesis – chapterisation; reference/citation styles. Summary / Synopsis writing. Communication research journals, Academic publishing procedures, peer review, post publication review, ISSN, ISBN, impact factor.

Books for Reading:

1. *Wimmer, Roger D. and Dominic, Joseph R : Mass Media Research: An Introduction.*
2. *Kerlinger, Fred N. : Foundations of Behavioural Research.*
3. *Kumar, Ranjit. : Research Methodology : A step-by-step guide for beginners.*
4. *Lowery, Shearon A. and De Fleur, Melvin L : Milestones in Mass Communication Research – Media effects.*
5. *Stempel III, Guido H. and Westley, Bruce H. (ed.): Research Methods in Mass Communication.*
6. *Dunleavy, Patrick. : Authoring a Ph.D. How to plan, draft, write and finish a doctoral thesis or dissertation.*
7. *Sparks, Glenn G. : Media Effects Research – A Basic Overview.*
8. *Reinard, John C. : Communication Research Statistics.*
9. *Clarke, Peter. (ed.) : New Models for Communication Research.*
10. *Anderson, James, A. : Communication Research Issues and Methods.*
11. *Stephens, Larry. J. : Schaum's Outline of Theory and Problems of Beginning Statistics.*

Model Question Paper

Paper I : Research Methodology (Journalism and Mass Communication)

Time: 3 hrs

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) Deductive and Inductive reasoning
 - (f) Bibliography
 - (g) Likert scale
 - (h) Chi-square
 - (i) Stratified random sampling

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 how you will conduct an experiment with a single group.
- 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.