



**School of Media & Communication Studies (SoMCS)  
Doon University**

**Pre-Ph.D. Course Work**

**Programme Outcome (PO):** To create a theoretical and conceptual understanding of research in general and Media & Communication Research in particular among doctoral level students.

**Programme Specific Outcome (PSO):**

1. To equip the students with necessary understanding of different tools and techniques of research
2. To create a definite understanding of topical issues and concerns, debates, discourses and themes, which may be relevant for doctoral research in relation to media and communication.

In line with stipulations in Doon University Ph.D. Ordinance 2021/2023, the following courses shall be offered to Ph.D. research scholars during their course work.

**A. Core courses (06 credits)**

**COMM-650 Research Methodology  
4 credits**

**Course Outcomes (CO)**

After completing the course, the scholar will be competent to:

- CO 1. Select the appropriate method/s for a research study
- CO 2. Conduct a review of relevant literature
- CO 3. Prepare a research proposal and write a research report
- CO 4. Identify and access various sources of computerized databases for quantitative and qualitative methods of research
- CO 5. Carry out different software analyses of data

Unit-I: Research Fundamentals

Research: Meaning, objectives and features. Types of Research Studies. Scientific and Non-Scientific Research Methods and limitations.

Unit-II: Research Problem. Hypothesis-Types. Nature. Role and Validity, Development of Research Plan

Unit-III: Research Design- Meaning and Types. Sampling. Meaning and Types

Data Collection- Primary and Secondary. Methods and Techniques, survey Method.

Questionnaire and Schedule, Case Study Method

Unit IV: Research Report Writing Styles of Report Writing- Chicago and MLA Style

Unit V- Computer Application and Research  
Word Processing, Data Processing. Use of e-resources

**COMM-651 Research and Publication Ethics (RPE)**

**2 credits**

**Course Outcome (CO)**

After completing the course, the scholar will be well acquainted with different ethical aspects, concerns and considerations at the level of both- research and publication.

Syllabus as prescribed by the UGC and, as devised by the University Librarian.

**B. Elective Courses (08 credits)**

Any *02 (two)* of the following 06 courses have to be opted by the research scholar(s):

**1. COMM-660 Communication Theory & Concept**

**4 credits**

**Course Outcome (CO)**

On completion of the course, the scholar will have clear understanding of theories and concepts relevant to different aspects/areas of media and communication studies.

**2. COMM-661 Communication for Development & Social Change**

**4 credits**

**Course Outcome (CO)**

On completion of the course, the scholar will develop an understanding of the theory and practice of development communication.

**3. COMM-662 Digital Communication: Theory & Practices**

**4 credits**

**Course Outcome (CO)**

On completion of the course, the scholars will have holistic understanding of digital communication including theories and practices relevant to it.

**4. COMM-663 Environmental Communication**

**4 credits**

**Course Outcome (CO)**

On completion of the course, the scholar will have thorough understanding of the niche area of environmental communication, its significance and different issues and concerns which warrant research thereupon.

**5. COMM-664 New Trends in Journalism**

**4 credits**

**Course Outcome (CO)**

On completion of the course, the scholar shall be acquainted with emerging trends in Journalism, especially in India including areas wherein scientific research is required to be done.

**6. COMM-665 Film Studies**  
**4 credits**

**Course Outcome (CO)**

On completion of the course, the scholar will develop an understanding of the world of cinema, its genres, dynamics at play and aesthetics therein.

Syllabus for each elective course will be devised by the faculty concerned keeping in view current debates and discourse in media and communication relevant to the course. The faculty member concerned shall prepare a thorough teaching plan in consultation with the research scholar opting for the course.

The evaluation of each paper may follow one or combination of the following methods: i) Written test; ii) Assignments/presentations; iii) Research papers/book or book chapters reviews and iv) short papers.