

**Kushabhau Thakre Patrakarita Avam Jansanchar Vishwavidyalaya**  
**Raipur (Chhattisgarh)**

**Scheme of Examination**

**The Ph.D. (Course Work) in Advertising & Public Relations will consist of Semester I only:-**

**Semester –I**

<b>Paper Code &amp; Name</b>		<b>Scheme of Marks</b>	
		<b>Max. Mark</b>	<b>Min. Mark</b>
Paper – I	Research Methodology	100	50
Paper – II	Practical Exposure	100	50
Paper – III	Dissertations & Minor Project	100	50
Paper –IV	Research and Publication Ethics	100	50
	<b>Total</b>	<b>400</b>	<b>200(50%)</b>

**Ph.D. (Course Work) in Advertising & Public Relations**  
**Course of Studies**  
**Semester – I**

**Paper -1**

**Research Methodology**

Maximum Marks – 100  
Minimum Passing Marks - 50

**Unit -1**

Elements of research Validity: internal, external; Reliability; concepts and constructs; Variables; hypothesis and research questions; nature and levels of measurement; measurement scales. What is Research; Objectives, Motivation, Types of Research. Literature Review, Attributions and Citations, Communicating Research Work: Presentation Skills, Assessing Research Quality , Hypothesis.

**Unit-2.**

Sampling Population and sample; probability and nonprobability samples; sample selection size; sampling techniques size, sampling error Basics of research, Research elements, research procedures, research approaches (like experimental research, sampling, survey, qualitative research methods, content analysis, longitudinal research, etc.), research applications in different disciplines of Mass communication and media effects.

**Unit-3.**

Qualitative and Quantitative Research Approaches Advantages and disadvantages of different approaches and methods; Data Collection tools and techniques, methods of data collection; data analysis and interpretation, Types of Data, Primary & Secondary, Data analysis, Quantitative methods: questionnaire, Survey, Content analysis, Experimental Research Qualitative approach: observation, Field Observation, scheduling, In-depth Interviews, Case Study, Critical Content Analysis.

**Unit-4.**

Research applications Research in various fields: print, electronic, advertising, public relations, Internet Integrating theory and research: review of various research studies regarding effects, agendasetting, gatekeeping, uses and gratifications, feminist theory etc. Research measures: tests, scales and indices.

**Unit- 5.**

Data Analysis & Diagrammatic representation, classification of data, analysis techniques, Statistical data Analysis: Descriptive statistics; parametric and non-parametric statistics. Basic concepts in statistics: data distribution; hypothesis testing; chi-square test, t-test; Introduction to SPSS and its application. Research Report writing, Ethics in Research and plagiarism, Research reference writing, use as quotations, Plagiarism checking, plagiarism, legal and ethical issues, softwords for content vergonity, Shodhganga, Bibliography.

References :-

Berger, Arthur Asa. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage.

Hansen, Anders et al. (2004). *Mass Communication Research Methods*. 1998: Macmillan.

Henn, malt : Mark Weinstein and Nick foard, A short, Introduction to social Research, New Delhi, Vistan Publications

Kumar Ranjith : *Research Methodology*, Delhi, Pearson Publiction

Jain M.K. : *Research Methodology : Tools and Techniques*

Kothari : *Research Methodology : An Introduction*, Neal age publication, Delhi

Purohit H.C., *Research Methodology : Tools & Techniques*

Lindolf, Thomas R. (1995). *Qualitative Communication Research Methods*. California: Sage.

Murthy, DVR. (ED.) (2008). *Media Research: Themes and Applications*. New Delhi: Kanishka.

Rubin, Rebecca B. et al (Eds.) (2009). *Communication Research measures: A Sourcebook*. New York: Routledge.

Sparks, Glenn B. (2006). *Media Effects Research*. (Third Edition) Boston: Wadsworth (International Edition).

Stacks, Don W. and Michael B. Salwen. (Eds.) (2009). *An Integrated Approach to Communication Theory and Research*. New York: Routledge.

Wimmer, Roger D. and Joseph Dominick. (2006). *Mass Media Research*. New Delhi: Wadsworth (Indian Edition).

National and international communication journals, monographs, conference papers  
संचार शोध – संजीव भानावत

**Ph.D. (Course Work) in Advertising & Public Relations**  
**Course of Studies**  
**Semester – I**

**Paper -II**

**Practical Exposure**

Maximum Marks – 100  
Minimum Passing Marks - 50

1. Classroom Teaching; Each Student needs to take at least 25 classes during the entire coursework period.- 50 marks
2. Feedback Study – 10 marks
3. Feedforward Study – 10 marks
4. Questionnaire Preparation – 10 marks
5. Case Study – 10 marks
6. Portfolio Submission -10 markas

The final evaluation of the classroom teaching shall be done by the student in the presence of an external examiner to be appointed by H'ble Vice Chancellor. The submission on subject listed from 01-06 shall also be evaluated by the external examiner following which the student will have to face the viva-voce in the presence of the Hod.

**Ph.D. (Course Work) in Advertising & Public Relations**  
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**Semester – I**

**Paper -III**

**Dissertation & Minor Project**

Maximum Marks – 100  
Minimum Passing Marks - 50

Each student need to undertake a short research during her/his coursework and submit a dissertation before the final examination. The dissertation shall be evaluated by an external examiner, to be appointed by H'ble Vice Chancellor. The student will have to make a presentation of their research and face viva-voce before the external examiner and Hod.

**Ph.D. (Course Work) in Advertising & Public Relations**  
**Course of Studies**  
**Semester – I**

**Paper –IV**

**Research and Publication Ethics**

Maximum Marks – 100  
Minimum Passing Marks - 50

- **Unit 1: PHILOSOPHY AND ETHICS**

Introduction to philosophy (of science and research): definition, nature and scope, concept, branches, Ethics: definition, moral philosophy, nature of moral judgements and reactions, Ethics with respect to science and research, Intellectual honesty and research integrity, Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP), Redundant publications: duplicate and overlapping publications, salami slicing, Selective reporting and misrepresentation of data

- **Unit 2: PUBLICATION ETHICS**

Publication ethics: definition, introduction and importance, conflict of interest, Best practices / standards setting initiatives and guidelines: COPE, WAME, etc., Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types, Bias in Peer Review, Violation of publication ethics, authorship and contributorship, Identification of publication misconduct, complaints and appeals, Predatory/Fake/Duplicate publishers and journals

- **Unit 3: OPEN ACCESS PUBLISHING (Practical component)**

Open access publications and initiatives, SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies, Software tool to identify predatory publications developed by SPPU, Journal finder/ journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester etc.

- **Unit 4: PUBLICATION MISCONDUCT (Tutorial Component)**

**A. Tutorial/GD**

1. Subject specific ethical issues, FFP, authorship
2. Conflicts of interest
3. Complaints and appeals: examples and fraud from India and abroad

**B. Software tools (practical component)**

Use of plagiarism software like Turnitin, Urkund and other open source software tools

- **Unit 5: Practical Component**

## **A. Databases**

1. Indexing databases
2. Citation databases: Web of Science, Scopus, etc.

## **B. Research Metrics**

1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, CiteScore
2. Metrics: h-index, g index, iIO index, altmetrics