



Department of Mass Communication and Journalism
Faculty of Social Science
University of Rajshahi

M Phil and PhD Syllabus at a Glance

Sessions: 2019-2020

Exam: 2020

The principal objective of the M Phil and PhD programs in the Department of Mass Communication and Journalism is to enhance research potentials of qualified students to critically examine the body of knowledge already existing in the field and to create new knowledge to advance the understanding of mass and other forms of communication in Bangladesh. The programs comprise both course work and thesis work; to be completed before writing dissertation. The course work includes three courses containing 200 marks of which 150 marks are for course work and 50 marks for viva-voce. To qualify for the dissertation, an enrolled researcher shall have to obtain 45% marks in the course works and the failure in any course will open only the option of re-admission. A successful candidate will be placed under the supervision of a guide either from the Department of Mass Communication and Journalism or from any other discipline related to the area of study of the student as per the rule of the university. The enrolled student will have to study the following courses.

MCJ 601: Reviews on Communication

MCJ 602: Mass Communication: Means and Methods

MCJ 603: Communication Research Methodology

Contents of courses and marks:

MCJ 601	Reviews on Communication	50 marks
01	Theory: Concept and Nature	
02	Philosophical Issues in the Study of Communication	
03	The Nature of Communication Theory	
04	General System Theory	
05	Symbolic Interactions and Rules Theories	
06	Theories of Language, Meaning, Information and persuasion	
07	Theories of Relationship, Presentation and Persuasion	
08	Theories of Disclosure, Attraction and Conflict	
09	Theories of Groups and Organizations	
10	Theories of Mass Communications	
11	The Status of Communication Theories	
12	The Recent Trends in Building Communication Theories in Different Perspectives	

Recommended Books:

Communication Theories	: W J Severin and J W Tankered, Jr
Theories of Mass Communication	: Melvin L DeFleur
Foundations of Communication Theories	: Sereno & Mortensen
Communication Networks	: Everett M. Rogers, D. Lawrence Kincaid
Basic Readings in Communication Theories	: Mortensen
Theories of Human Communication	: S W Littlejohn
The Mathematical Theories of Communication	: Shannon & Weaver
Theories of Cognitive Consistency : A Sourcebook	: Abelson <i>et al</i>
The science of Human Communication	: J Klapper
Culture and Society	: R Williams
Communication and Culture	: A G Smith
People, Society and Mass Communication	: L W W Dexter and D M White
Mass Media and Society	: A Wells
Culture Society and Mass media	: M Gurevitch <i>et al</i>
Culture Media Language	: A Lowe and P Willis
Culture and Anarchy	: M Arnold
Mass Communication and Society	: J Curran <i>et al</i>
Power Without Responsibility	: J Curran and J Seation
Social Semiotics	: R Hodge and G Kress
The Frankfurt School	: T B Bottomore
An Introduction to Critical Theory	: D Held
Critical Theory and Post Structuralism	: M Poster
One Dimensional Man	: Herbert Marcuse
The Dialectic Man of Enlightenment	: M Horkheimer and T W Adorno
Minima Moralia	: T W Adorno
The Authoritarian Personality	: T W Adorno
Reading Habermas	: D M Rasmussen
The Recent Work of Jurgen Habermas:	
Reason, Justice and Modernity	: S K White
Selections from the Prison Notebooks	
Grundrisse	: Antonio Gramsci
Foundations of the Critique of Political	
Philosophy Economy	: Karl Marx
The German Ideology	: Karl Marx and F Engels
Karl Marx : Selected Writings in Sociology	
and Social Philosophy	: T B Bottomore and M Rubel
For Marx	: L Althuser
Lenin and Philosophy and other Essays	: L Althuser
Essays in Self Criticism	: L Althuser

MCJ 602**Mass Communication: Means and Methods****50 marks**

01. Mass Communication: Meaning and Nature
02. Intra-personal and Interpersonal Communication
03. Development of Mass Communication
 - a. Print Media
 - b. Electronic Media
 - c. New Communication Technologies
04. Audience and reception of Media Products
05. Impact of Mass Communication

06. Mass Communication, Mass Society, Mass Culture
07. Trans-border Satellite Communication and Its Impact on Culture in Bangladesh
08. Media and Democracy
09. Mass Media in Bangladesh
10. Development of Cultural Industry in Bangladesh
11. Political Economy of Mass Communication in Bangladesh.

Recommended Books:

Empire and Communication	: H A Innis
The Bias of Communication	: H A Innis
Understanding Media	: Marshall MCJluhan
Mass Communication: A Sociological perspective	: Charlese Wright.
Mass Communication	: Eric Burnow
Mass Communication	: Wilbur Schramm
The Effects of Mass Communication	: Joseph T Clapper
Media, Culture and Society: A Critical Reader	: Richard Collins, James Curran, <i>et al</i> (ed)
Introduction to Mass Communication	: Emery, Ault & Agee
Understanding Mass Communication	: DeFleur and Dennis

MCJ 603

Communication Research Methodology

50 marks

1. Mass Communication Research in Bangladesh
2. Knowledge Paradigms and Research as a Means of Knowledge Creation
3. Development of Communication Research
4. Writing a Thesis
5. Literature Review
6. Writing Footnotes and Bibliography
7. Techniques of visual and Textual Analysis
8. Critical Discourse Analysis
9. Grounded Theory Analysis
10. Using Computer in Data Analysis
11. Statistics and Its Application in Social Research
12. Defending a Thesis

Recommended Books:

Practical Research: Planning and Design	: Paul D Leedy
Introduction to Mass Communication Research	: Nafziger and White
Mass Media Research	: Wimmer and Dominick
Research Methods in Mass Communication	: G H Stembel and R H Wesley
Content Analysis of Communications	: Budd <i>et al</i>
The Sociologist as Detective to Research methods	: B Sanders
Basic Statistics for Social Research	: D J Champion
Research Methods in Behavioural Sciences	: Festinger and Katz
Michael R. Allen	: Quantitative Research in Communication
C. O. Lerche	: Social and Economic statistics
Murray, R. Spiegel	: Theory and Problems of statistics
Sobowale, I.	: Scientific Journalism
Tejumaye, A. Wimmer, R. D. & Dominick, J. R.	: Mass media research: An introduction

Viva-Voce

50 Marks