

CENTRAL UNIVERSITY OF RAJASTHAN
DEPARTMENT OF CULTURE AND MEDIA STUDIES

SYLLABUS FOR PRE-PHD COURSE WORK IN CULTURE AND MEDIA STUDIES

Paper I: Research Methods for Media and Cultural Studies and the Research Process (4 credits)

Objectives:

- To give scholars an understanding of broad approaches to conceptualising and researching social reality.
- To acquaint them with the research process within various paradigms.
- To provide an understanding of various quantitative and qualitative methods employed in media and cultural studies.
- To introduce them to skills that will facilitate academic writing.

Module I: Approaches to Understanding and Researching Social Reality

1. What is research? Natural Sciences, social sciences and the scientific method
2. Realism, Empiricism, Positivism and Post-Positivism
3. Idealism and Constructivism
4. Marxist approaches
5. Locating and comparing different approaches
6. Situating qualitative and quantitative methodologies in relation to these approaches

Module II: The 'Scientific' Research Process

1. The steps involved in conducting the research with quantitative approach
2. Formulating Hypotheses
3. Conceptualization, Operationalization and Scaling
4. Research designs/methods under quantitative approach – Cross sectional, longitudinal, survey, experimental
5. Methods and tools of data collection under quantitative approach

Module III: The Interpretative Research Process

1. Developing a research question, reviewing literature
2. Methodological approaches: Ethnomethodology, Ethnography, Phenomenology, Action Research, Historical and archival research
3. Developing a Methodological Design
4. Content Analysis, Textual Analysis, Discourse Analysis
5. Interviewing, Observation, Focus group Discussions,
6. Using Archives
7. Analysing and Writing
8. Ethics, power and ideology
9. Reflexivity

Module IV: Literature Review and Academic Writing Skills

1. Meaning, scope and nature of literature review in social science research
2. Principles/methods of literature review
3. Literature review for creating (a) Context/framework for the study (b) ground for comparing and interpreting findings
4. Literature review for (a) raising research questions (b) shaping objectives (c) formulating hypotheses and (d) tools for data collection
5. Nature and scope of Academic writing in the research
6. Types and structures of research report: dissertation/thesis, executive summary, monograph, articles in refereed journals.
7. The style of academic language; issues of clarity, consistency and coherence. Use of different versions of English language and the non-English terms and expressions. Editing, copy editing and proof reading.

8. The Ethics of Academic Writing: Issues relating to referencing and documentation. The structure of bibliography, copy rights, plagiarism.
9. Tools for the academic writing- dictionaries, encyclopedias, and manual style of writing

Paper II: Key Concepts for the Study of Culture and Media (6 credits)

Objectives:

- To introduce scholars to key thinkers and theoretical constructs in media and cultural studies
- To explore some key texts that would give them a theoretical grounding for their work
- To look at selected research in an Indian context on these themes
- To enable them to explore the relevance of these concepts to their own research work.

Module I: T (30 hours)

1. The origins of Cultural Studies
2. Reflections on the concept of Culture
3. Post-colonialism and Cultural Studies
4. Post-Modernism and Cultural Studies
5. Cultural Studies in India
6. Cultural Rights and Communities
7. Queerness and Sexual Diversity
8. Contemporary Narratives of Security: Terrorism and its Others
9. Popular Culture

Module II: Media Studies (30 hours)

1. Mass Society Approaches
2. Culture Industry: the Frankfurt School
3. Dependency Theory and Media Imperialism
4. The Public Sphere
5. Globalisation and Glocalisation
6. State, Market and Ownership and Control of the Media
7. Approaches to the Study of Media Audiences: Media Effects and Uses and Gratifications
8. Audience Reception Studies

Module III: Critical Approaches to Visual Culture (30 hours)

1. Semiology- Sign, Codes, Texts (Saussure, Propp)
2. Denotation/Connotation, Mythologies (Roland Barthes)
3. Ways of Seeing, Gendered Presence, Art and Mechanical Reproduction (John Berger, Walter Benjamin)
4. Psychoanalysis and Screen Theory (Jaques Lacan and Laura Mulvey)
5. Power, Resistance and Knowledge (Michel Foucault, John Tagg etc.)

Paper III: Self study (2 credits)

The scholar will choose an area of interest, draw up a reading list in consultation with his/her guide and formulate a term paper of 7000-10,000 words after a process of self study. This should involve a review of literature that is relevant to the scholar's area of work and should also identify areas for further research.