



**Department of Communication & Media Studies**  
**Hazara University – Mansehra**

**Scheme of Studies**  
**M.Phil (02) Years Program**

**Year—1 (SEMESTER –I)**

<b>S #</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Cr. Hrs.</b>
1.	711	Evolution of Mass Communication Research	3
2.	712	Mass Media and Society	3
3.	713	Foundations of Behavioral Research (Quantitative)	3
4.	714	Statistics	3

**Year—1 (SEMESTER –II)**

<b>S #</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Cr. Hrs.</b>
1.	721	Media Effects: Advances in Theory & Research	3
2.	722	Foundations of Behavioral Research (Qualitative)	3
3.	723	Theories of Influence on Mass Media Content	3
4.	724	Inter Personal Communication	3

**Year—2 (SEMESTER –III & IV)**

<b>S #</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Cr. Hrs.</b>
1.	831	Proposal Writing	6
2.	841	Thesis Writing	6

**Department of Communication & Media Studies**  
**Hazara University – Mansehra**  
**COURSE CONTENTS**  
**FOR**  
**M.Phil**

**SEMESTER-1**

**1. Course Code: CMS 711 (Evolution of Mass Communication Research) 3 Cr. Hrs.**

**Objectives:**

The main objective of the course is to give students an overview of the history of mass communication research from its inception in 1920s to early 1980s. The course is meant to introduce students to landmark studies and research programs. The focus will be on methods, and findings of the studies and their research implications. The course is organized into nine units.

**Contents:**

- Mass communication research: an introduction
- Early studies of mass media effects
- Studies of radio audience
- An early look at media's role in adoption of innovation
- Research Programs on mass media and persuasion
- Early investigations of media effects and interpersonal comm.
- Exploring the agenda-setting function of the press
- Research programs on television's effects on children and adults
- Lessons of the milestones

**2. Course Code: CMS 712 (Mass Media and Society) 3 Cr. Hrs**

**Objectives:**

The main objective of this course is to give students an overview of the issues that are significant in the debate occurring primarily within the critical tradition of media research. Upon completing the course, students should be able to have a reasonable idea of various theoretical positions within the critical school on the Socio-political and cultural role of media in society and formative influences on mass media institutions in society. The course also introduces students to liberal pluralist ideas of effects limiting resourcefulness of audience member's vis-a-vis critical school's conceptions of unbridled media power. The course consists of eighteen units.

**Contents:**

- Critical political economy of public communications
- Feminist perspectives on mass media
- Postmodernism and television
- Evaluating media's role in society: a norms based perspective
- Mass Media Democracy
- Mass Media and social change
- Sociology of news production
- Entertainment
- The global and the local in international communication
- Globalization of television news
- Professionalism and commercialism in news media
- Representation and popular culture
- Reception analysis
- Gender and media consumption behavior
- Media effects research: a perspective
- Mass mediated culture: case of Disney universe

**3. Course Code: CMS 713 (Foundations of Behavioral Research-I) 3****Cr. Hrs****Objectives:**

The course aims at training students in the use of social scientific concepts and methods of inquiry. At the end of the course, the students will have become familiar not only with the language and approach of science but also with the foundational concepts that underlie methods of exploring relationship within and across social phenomena. Specifically, a student should be able to conceive and plan studies and collect and generate purposeful data on social phenomenon. The course is organized into six units.

**Contents:**

- **Science and scientific approach**
- **Sets, Relations and variance**
- **Probability, sampling and randomness**
- **Designs of Research**
- **Foundations of measurements**
- **Methods of Observation and Data Collection**

**4. Course Code: 714 (Statistics)****Objectives:**

This course would enable the students to learn about the basics, nature and scope of statistics, Parametric and non parametric data, descriptive and inferential analysis, ordering and ranking, measure of central tendency, the erythematic mean, median and mod, concept of relationship, rank order co-relation, product moment co-relation, interpretation of co-relation co-efficient, statistical inference, testing statistical significance, the null hypothesis development and validation of research instrument.

**Contents**

- What is statistics
- Parametric and Non parametric data
- Descriptive and inferential Analysis
- Interpretation of measure by criterion referencing
- Interpretation of measure by percentages
- Interpretation of measure by norms referencing
- Ordering and ranking
- General rules for the construction of a frequency distribution
- Mid point or class mark
- Measure of central tendency, the arithmetic mean , median , mode
- Concept of relationship
- Rank order correlation
- Product moment correlation
- The chi square test
- Interpretation of correlation coefficient
- Statistical inference
- Testing statistical significance
- The Null Hypothesis
- The level of significance
- Development and validation of research instrument

## SEMESTER-II

### **1.Course Code: CMS 721 (Media Effects: advances in mass communication research)** 3 Cr. Hrs

#### **Objectives:**

The course builds on an earlier course in mass communication research offered in the first semester. It is meant to provide students with comprehensive overview of theoretical and methodological developments in known areas and research programs of media effects tradition of mass communication research. Upon completing the course, students will have a full repertoire of theoretical concepts, propositions and hypotheses on mass media effects at micro-individual and macro-social system levels to further develop on, replicate, challenge and/or synthesize explanations of mass communication phenomenon in Pakistan.

#### **Contents:**

- Agenda-setting effects of mass media
- Cultivation of social reality through television
- Priming as an effect of mass media
- Social cognitive theory of mass media
- Elaboration likelihood model of persuasion spiral of silence
- Spiral of silence theory of media influence on public opinion (Photocopy Material)
- Political communication effects
- Impact of media violence and scary content
- Effects of media portrayal of gender, race and obscenity
- Effects of media advertising on individuals
- Effects of public communication campaigns
- Mass media effects on public health
- Uses-and-gratification perspective
- Entertainment as media effect
- Social aspects of new media technologies

### **2. Course Code: CMS 722 (Foundations of Behavioral Research – II)3 Cr. Hrs**

#### **Objectives:**

This course is a sequel to the Foundations of Behavioral research-I course. After studying and understanding the fundamental nature of the scientific approach to problems solution and the technical and methodological problems involved in it, this second course shall expose students to principles of analyzing quantitative data and interpreting it. Upon completing the course, a student shall have learned some of the most commonly used statistical procedures in social sciences, and should possess the ability and know-how to draw inferences from quantitative data. The course is organized into nine units.

#### **Contents:**

- Principles of statistical analysis and interpretation
- Testing hypothesis and the standard error
- Analysis of variance
- Factorial analysis of variance
- Analysis of variance: correlated groups
- Non-parametric analysis of variance and related statistics

### **3. Course Code: CMS 723 (Theories of Influence on Media Content)3 Cr. Hrs**

#### **Objectives:**

This course introduces students to liberal pluralist perspective on sociology of mass media content. Theories of influence on mass media content are becoming increasingly important in understanding effects of mass media. This course shall summarize theories of

influence on mass media content and suggest a framework for linking influences on content to effects of content.

**Contents:**

Bullet Theory or Hypodermic Needle Theory

“Two-Step-Flow Theory also known as Minimalist Theory.”

Spiral of Silence Theory.

Multi-Step Flow Theory

Status Conferral Theory

Agenda-Setting Theory

Narcotizing Dysfunction Theory

Cumulative Effect Theory.

**Uses and Gratification Theories:**

- a. Surveillance Function Theory:
- b. Socialization Function Theory:
- c. Para Social Interaction.
- d. Diversion Function Theory:
- e. Consistency Theory: .

**4. Course Code: CMS 724 (Interpersonal Communication) 3 Cr. Hrs**

**Objective:**

Students in Interpersonal Communication cover multi facet areas of human ability of interacting with fellow being in positive effective way. The basic objective of this course is:

1. To inculcate the importance of interpersonal interaction.
2. To make the students fully conversant about various stages of interpersonal communication.
3. To enlightened different contexts of interpersonal communication.
4. To prepare them for successful interpersonal communication in various contextual settings.

**Contents:**

Interpersonal Communicational; Nature and Definition.

Importance of Interpersonal Communication as means of human social interaction.

Characteristics of Interpersonal Communication.Contexts of Interpersonal Communication, Barriers in Interpersonal Relationship. Factors Influencing Interpersonal Relationship – Perception of Self, Perception of others, self acceptance, self actualization, self disclosure and self denial.

Role of language in interpersonal Communication.Meta language, Nature of words, symbols and signs – their effect.Parra language and Meta Language.Practicing Interpersonal activity using the principle of Johari Window.

**SEMESTER-III & IV**

**1. Course Code: CMS 831 and 841 (Thesis/Research Work) CR. Hrs.**

**12**

**Objectives:**

This practice would enable the students to develop an aptitude for research work and to be able to produce quality research work in the future.

**Contents:**

A student is required to carry research work under the supervision of an advisor having Ph.D degree in the field. There is an intensive workshop to discuss research proposals of the students.