

Syllabus

MPhil

**Department of Mass Communication
and Journalism**



**Faculty of Social Sciences
University of Dhaka
Dhaka-1000
2022**

Master of Philosophy (MPhil) in Mass Communication and Journalism (MCJ)

Mediated communication is deeply embedded in our political, economic and socio-cultural discourse. Given the rapid and pervasive growth of the media and the extent of its overall ramifications, it has become all the more necessary to research into the interrelationships between media and culture, generation of meanings, processes of representation, interpellation and reception. The proposed Master of Philosophy programme is designed to strengthen research base at the advanced level so that the growing field of communication research in our context gains greater momentum. It will pave the way for further research at the PhD level.

The opening of the MPhil programme is well justified by the rich background of our senior faculty. The Department, which has been steadily growing since 1962, is currently manned by Professors and Associate Professors, mostly holding doctoral degrees.

The proposed programme will run for two academic years. The degree will be awarded by the University in recognition of the successful completion of the courses of studies and research as prescribed by the Academic Council.

REGULATIONS

Admission

- (i) Students seeking admission to the courses of studies for the MPhil degree must possess at least a Second Class Master's degree or an equivalent degree of this University or of a recognised University and shall have at least a Second Division/Class in all earlier examinations (SSC, HSC and graduate examinations). The qualification may be relaxed by the Academic Council on the recommendation of the Academic Committee of the Department in exceptional cases.
- (ii) The Master's degree must be in the subject concerned or in a related subject permitted by the Board of Advanced Studies.
- (iii) A candidate will be registered for two academic sessions.

- (iv) The application for admission to the MPhil programme must be recommended by the supervisor(s) and the Academic Committee of the Department.
- (v) On the recommendations of the Board of Advanced Studies about MPhil admission, the Academic Council shall give the final approval.
- (vi) Any change of the supervisor or the topic of dissertation will have to be recommended by the Academic Committee of the Department through the Faculty and approved by the Board of Advanced Studies and the Academic Council. A prescribed form needs to be used for this purpose.
- (vii) A change of supervisor must also be approved by the Academic Committee and the previous supervisor must also give his/her written consent.

Courses of Studies

- (i) Students admitted to the MPhil course will be full-time students of the university.
- (ii) Candidates serving in any organisation including this university shall take leave of absence for at least one year at the time of starting the course.

This requirement may be relaxed by the Academic Council on the recommendation of the Academic Committee of the Department in the cases of applicants of the institutions of higher education or research institutions.

Examinations

- (i) Candidates for the M.Phil. degree shall at the end of the first year of their admission appear at a written examination of 200 marks and an oral examination of 100 marks.
- (ii) There will be two paper setters including the course instructor for each course.
- (iii) Each paper will be examined by two examiners including the course instructor.
- (iv) The first year examination will be conducted by an Examination Committee consisting of four members, three of whom including the Chairperson will be internal and one the external.

- (v) The Academic Committee of the Department will nominate the members of the Examination Committee for approval of the Academic Council.
- (vi) The pass mark in the first year examination is 50% on the average for the written papers and 50% for the oral examination.
- (vii) The student, who fails to get the pass mark or is unable to take the written examination or cannot complete the course of studies for valid personal reasons, may be allowed one more chance to take the examination in the next academic session on readmission. The permission for extension will be given by the Vice Chancellor on the recommendation of the supervisor and the Academic Committee of the Department.
- (ix) Scholarship will not be renewed for a candidate who fails to pass the first year examination in the first attempt.

Dissertation

- (i) A candidate for the MPhil degree will submit a dissertation (4 copies) on his/her research work at the end of the second year to the Controller of Examination through his/her supervisor(s).
- (ii) The student will do the research under the supervision of teachers of the Department, who will be in the rank of Professor/Associate Professor or Assistant Professor with PhD degree.
- (iii) If the student fails to submit his/her dissertation in due time he/she will apply for extension to the Board of Advanced Studies and the Academic Council before the time expires. The application must be recommended by the supervisor(s) and the Academic Committee of the Department.
- (iv) The total number of supervisors of each student must not exceed two, one of whom may be from another Department or research organisation recognised by the University. The principal supervisor must be a teacher of the Department.
- (v) Each dissertation will be examined by an Examination Committee of three examiners – the convener, one external examiner and the supervisor.

- (vi) The Convener of the Examination Committee will conduct the oral examination.

COURSE DESCRIPTIONS

MCJ 601: Theories of Communication and Culture

This course aims to give students a critical understanding of major cultural, social and political approaches to the study of media and communication at an advanced level.

By evaluating some of the main theoretical perspectives, scholarly arguments and debates concerning the complexities of interplay between media, communication and culture, the course will help students understand the diverse ways in which contemporary media influence our cultural and political institutions, processes and perceptions. Drawing on a range of media and cultural theories, it will analyze the complex cultural, social and political dynamics among global media, national identities and contemporary culture. In addition to the core theories of Mass Communication, particular emphasis will be laid on the ideas of major political and cultural thinkers, such as, Marx, Althusser, Gramsci, Foucault, Barthes, Baudrillard, Hall, Habermas and Said whose theoretical interpretations are relevant to the analysis of the role of mass media in shaping cultural practices in different social and political contexts. On completion of this course, the students will be able to develop an informed understanding of the key theoretical and analytical perspectives on communication and culture.

Suggested Readings

- Sue Thornham, Caroline Bassett and Paul Marris (eds), *Media Studies: A Reader* (3rd edition) 2010, New York, NYU Press.
- Simon During (ed), *The Cultural Studies Reader* (3rd Edition), 2007, London, Routledge.
- Bill Ashcorft, Gareth Griffiths and Helen Tiffin, (eds) *The Postcolonial Studies Reader*, 1995, London, Routledge.
- Peter Golding and Graham Murdock (eds), *The Political Economy of the Media*, 1997, Cheltenham, Edward Elgar Publishing Limited.

MCJ 602: Research Methodologies

The course attempts to give the students an advanced instruction in the methodologies of social and communication research. It will shed some light on ethics and politics of research.

The methods dealt with in this course consist of both quantitative and qualitative approaches, with a focus on advanced conceptions/issues in media, communication and culture. It enables students to conduct research, analyze data and prepare research reports. The course will discuss in detail the structuring of inquiry – research design, conceptualization, operationalization and measurement, scales and typologies, the logic of sampling. It will examine the modes of observation – experiments, survey research, qualitative field research, content analysis and historical research – and quantitative and qualitative research analysis. The course will deal with semiotics and structural analysis, discourse analysis and critical discourse analysis, meaning and reception analysis, psychoanalysis of media content and Marxist media analysis.

Suggested Readings

- Matthews, Bob and Ross, Liz (2010). *Research Methods: A Practical Guide for Social Sciences*. Harlow: Pearson.
- Bryman, Alan (2012). *Social Research Methods* (4thedn). Oxford: Oxford University Press.
- Babbie, Earl (2010). *The Practice of Social Research* (12thedn). Belmont: Wadsworth.
- Wimmer, Roger D. and Dominick, Joseph R. (2011). *Mass Media Research: An Introduction* (9thedn.). Boston: Wadsworth.
- Berger, Arthur Asa (1982). *Media Analysis Techniques*. London: Sage.
- Hall, Stuart (1997). *Representation: Cultural Analysis and Signifying Practices*. London: Sage.
- Berger, John (1972). *Ways of Seeing*. BBC Documentary