

Maharishi Dayanand University, Rohtak**Scheme of Examination****Ph.D Course Work in Sociology**

Program specific outcomes of the six months (one semester) Ph.D course work Sociology are as under

Programme Specific Code	Programme Specific Outcomes
PSO1	The students would prepare themselves for proper understanding of sociological concepts in the research process.
PSO2	The students would be able to ensemble sociological theory to complex problems.
PSO3	Analysis of human society and behaviour would help in examining the social and institutional processes for understanding sociological outcome.
PSO4	The students during the course work would be able to generate the interest in various social issues which would help them to choose the topic for their dissertation.
PSO5	The students are expected to focus on theoretical and empirical research.

Sem.	Paper Code	Nomenclature	Hrs/Week L+T+P	Marks			Examination (hrs)	Credit
				Int. Asst.	Theory	Total		
I	Compulsory Papers							
	17SOCMP11C1	Methodology and Computer Fundamentals in Social Science	4:0:0	20	80	100	3	4
	17SOCMP11C2	Theoretical Orientation in Sociology	4:0:0	20	80	100	3	4
	Optional Papers							
	17SOCMP11D1	Sociology of Women Studies	4:0:0	20	80	100	3	4
	17SOCMP11D2	Social Welfare and Social Legislation	4:0:0	20	80	100	3	4
	17SOCMP11D3	Society, State and Politics in India	4:0:0	20	80	100	3	4
	17SOCMP11D4	Sociology of Development	4:0:0	20	80	100	3	4
	17SOCMP11D5	Sociology of Mass Media	4:0:0	20	80	100	3	4
	Credits							12

Note-1: The topic of the Seminars will be assigned to every student by the class-teacher concerned and it will be evaluated by panel of examiners consisting of two (HOD and concerned teacher of paper) members. The internal assessment of 20 marks in each theory paper shall be based on two assignments i.e. (5 marks for each assignment) and one seminar i.e. 10 marks.

Note-II: For Ph.D course-work, a student is required to opt one paper from the list of optional papers. Optional paper will be floated on the availability of teachers, administrative and academic convenience.

Ph.D Course-Work Sociology**Semester-I****Compulsory paper –17SOCMP11C1****Methodology and Computer Fundamentals in Social Science****Maximum Marks: 100****Theory: 80****Internal Assessment : 20****Time : 3 Hours**

Course Code	Course Outcomes
CO1	The students would be able to understand theoretical framework so that linkages may be made between theory and practice.
CO2	The students would be able to apply the techniques and methods in the field situations as well as for data analysis.
CO3	Use of computer will be helpful for learning skills and for statistical analysis of data.

CO4 The students would be able to learn various steps of report writing.

Note:

The question paper will consist of four sections containing eight questions with internal choice from each unit i.e. two questions from each unit. The candidate will be required to answer four questions i.e. one from each unit. All the questions shall carry equal marks i.e. 20 each from the units i.e. 4x20=80 marks.

Unit-I

Issues in the Theory of Epistemology: Philosophy of Social Science, Scientific Method, Element of logical analysis, Structure of Scientific Revolution (Kuhn).

Unit-II

Methodological perspectives in Sociological Theory: Karl Marx, Durkheim and Max Weber, Problem of objectivity in Social research; Ethical Issues in Social research.

Unit-III

Methodology and Qualitative Methods: Field Work Method, Survey Methods, Content analysis, Case Histories, Preparation of Report.

Unit-IV

Computer Fundamentals: Historical evolution of computers, Classification of Computers, MS Word: Limitations of Computers, Human Being Vs Computer, Introduction to Internet: Concepts of Internet, WWW, Email and Applications of Internet, Creating a document, font operation, bullet and numbering, find & replace, create table; MS-Power Point: Creating single and multiple slide, MS-Excel: Create sheet and rename sheet, table and operation, sort and data tools.

Readings :

Adams, Bert N. and R.A.Sydie (2001), *Sociological Theory*, New Delhi.

Bose, Pradip Kumar (1995), *Research Methodology*, New Delhi: ICSSR.

Bryman, Alan (1988), *Quality and Quantity in Social Research*, London: Unwin Hyman.

Giddens, Anthony (1977), *New Rules of Sociological Method*, London: Hutchinson of London.

Gill, Nasib S (2000): Essentials of Computer and Network Technology, Khanna Book Publishing Co., New Delhi.

Hollis, Martin (2000), *The Philosophy of Social Science: An Introduction*, London: Cambridge University Press.

Hughes, John (1987), *The Philosophy of Social Research*, London: Tavistock.

Kuhn, T.S. (1970), *The Structure of Scientific Revolution*, London: The University of Chicago Press.

Kuper, Jessica (ed.) (1987), *Methods, Ethics and Models*, London: Routledge and Kegan Paul.

Norton, Peter (2008), Introduction to Computer, McGraw-Hill.

Sinha, P.K & Sinha, Priti (2007), Computer Fundamentals, BPB

Sjoberg, Gideon and Roger Nett (1997), *Methodology for Social Research*, Jaipur: Rawat Publications.

Wilkinson T.S. and P.L.Bhandarkar (1984), *Methodology and Techniques of Social Research*, Bombay: Himalaya Publishing House.

Ph.D Course-Work Sociology
Semester-I
Compulsory paper –17SOCMP11C2
Theoretical Orientation in Sociology

Maximum Marks: 100
Theory: 80
Internal Assessment : 20
Time : 3 Hours

Course Code	Course Outcomes
CO1	The student would be able to go much deeper in understanding of theoretical perspectives and approaches to understand society.
CO2	Alternative theoretical paradigms would provide the multiple choices for understanding the social issues.
CO3	Students are expected to develop expertise and in the process of theory construction.
CO4	Student would develop insight for the cognition of issues in the domain of sociology.

Note:

The question paper will consist of four sections containing eight questions with internal choice from each unit i.e. two questions from each unit. The candidate will be required to answer four questions i.e. one from each unit. All the questions shall carry equal marks i.e. 20 each from the units i.e. 4x20=80 marks.

Unit-I

Historical Background of Enlightenment; Growth of Positivistic orientation in Sociology: Comte, Durkheim.

Unit-II

Functional and Conflict Approach: Functional Approach: Parsons; Conflict Approach: Dahendorf.

Unit-III

Interactionist Approach: Social Action: Weber; Symbolic Interactionist: (G.H.Mead, H.Blumer)

Unit-IV

Phenomenological Approach: Alfred Shutz; Ethnomethodological Approach: (Garfinkel and Goffman).

Readings:

Aron Raymond (1967), *Main Currents in Sociological Thought*, Vol.1 and 2, Penguin, Chapters on Marx, Durkheim and Weber.

Bendix, Rinehart (1960), *Max Weber, an Intellectual Portrait* (For Weber) Double Day.

Coser, L.A. (1977), *Master of Sociological Thought*, New York: Harcourt Brace, pp.43-87, 129-174, 217- 260.

Dahrendorf, Ralph (1959), *Class and Class Conflict in an Industrial Society*, Stanford University Press.

Peter Berger & Luckmann (1977), *Social Construction of reality*, Penguin series, 1977.

Giddens, Anthony (1979), Central problems in social theory: Action, Structure & contradiction in Social analysis.

Goffman, Erving (1959), The presentation of self in everyday life, New York: Doubleday.

Adams Bert N. and Sydie, R.A. (2001), *Sociological Theory*, New Delhi: Vaster Publication.

Giddens, Anthony (1977), *Capitalism and Modern Social Theory –An analysis of Writing of Marx, Durkheim and Weber*, Cambridge University Press, Whole Book.

Hughes, Jhon, A.Martin, Perer, J. and Sharrok, W.W. (1995) *Understanding Classical Sociology- Marx, Durkheim and Weber*, London: Sage Publication.

Nisbet, Robert (1996), *The Sociology Tradition*, London: Heinemann Educational Books Ltd.

Parsons Talcott (1949), *The Structure of Social Action*, Vol.1 and 2. New York: McGraw Hill.

Popper Karl (1945), *Open Society and Its Enemies*, London: Rutledge.

Ritzer, George, (1992), *Sociological Theory*, New York: McGraw Hill.

Turner, Jonathan H. (1995), *The Structure of Sociological Theory*, Jaipur: Rawat Publication.

Zeitlin Irving M. (1981), *Ideology and the Development of Sociological Theory*, Prentice Hall.

Zeitlin, Irving M. (1998), *Rethinking Sociology: A Critique of Contemporary Theory*, New Delhi: Rawat Publication.

Ph.D Course-Work Sociology
Semester-I
Optional paper – 17SOCMP11D1
Sociology of Women Studies

Maximum Marks: 100
Theory: 80
Internal Assessment : 20
Time : 3 Hours

Course Code	Course Outcomes
CO1	Students would understand women's struggle for equality.
CO2	Students are expected to analyze the role of movements and legislation in enhancing women's status.
CO3	Students would understand economic participation of women and the issue of their being invisible.
CO4	It would impart knowledge on the role of constitutional provisions in enhancing women's empowerment.

Note:

The question paper will consist of four sections containing eight questions with internal choice from each unit i.e. two questions from each unit. The candidate will be required to answer four questions i.e. one from each unit. All the questions shall carry equal marks i.e. 20 each from the units i.e. 4x20=80 marks.

Unit - I

Position of Women in India : Historical Perspective on status of Women in India; Impact of Socio-religious reforms movements (Arya Samaj and Brahma Samaj) on Women's status; Women's participation in the National freedom struggle.

Unit-II

Status of Women in Family : Household and Family, Pattern of Descent, Patriarchy, Matriarchy; Impact of legislation on women status : Dowry Prohibition Act, 1961, Prenatal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994, Domestic Violence Act, 2005.

Unit-III

Women and Work : Participatory Role of Women in Economic Activity; Invisibility of Women Participation in Economic Activity; Women in Unorganized and Organized Sector; Women in Agriculture; Services and Professions; Women and the Labour Market; Importance of Women's Work.

Unit-IV

Role of State in Women Empowerment : Constitutional Provision for Women Empowerment, 73rd and 74th Constitutional Amendments to ensure Women Political Participation in Panchayati Raj Institutions and Municipal Bodies; Women Empowerment through self help groups and NGO's; Women empowerment through Education.

Readings :

- Ahlawat, Neerja. (2008) '**Violence Against Women: Voices from the field**' *Violence Impact and Intervention* Atlantic Publishers.
- Altekar, A.S. (1985), *The Position of Women in Hindu Civilization*. Delhi: Motilal Banarsidas.
- Chanana, Karuna(1988), *Socialization, Education and Women, Explorations in Gender Identity*, New Delhi: Orient Longman.
- Chatterjee, Partha (2004), **State and Politics in India**, New Delhi, Oxford University Press.
- Das, Veena and Ashish Nandy(1986), "Violence,Victimhood and the Language of Silence" in *The Word and The World: Fantasy, Symbol and Record*(ed.), New Delhi: Sage Publication. Pp. 177-197.
- Desai, Neera and Usha Thakkar (2001), **Women in Indian Society**, New Delhi, National Book Trust.
- Desai, Neera and M. Krishnaraj(1987), *Women and Society in India*, New Delhi; Ajanta Publications.
- Dube,Leela and Rajni Parliwal(1990), *Structures and Strategies, Women, Work and Family*. New Delhi; Sage Publications.
- Flavia Agnes(1992), "Protecting Women against violence : Review of a Decade of Legislation, 1980-89, **Economic and Political Weekly**, XXVII, No.17, 25 April.
- Jain, Devaki (1976), **Indian Women**, New Delhi Publication Division Govt. of India.
- Jain Devaki (1996), Valuing Work : Time as a Measure, **Economic and Political Weekly**, VolXXXI No.43, October, 26.
- Krishnaraj, M. and Karuna Chanana(1989), *Gender and Household Domain: Social and Cultural Dimensions. Women in Household in Asia-4*, New Delhi: Sage Publications.
- Kumar, Radha(1993), *The History of Doing* , New Delhi: Kali for Women.
- Menon, Nivedita(1992),*Gender and Politics in India*, New Delhi: Oxford University press.
- Mies, Maria(1980), *Indian Women and Patriarchy*, New Delhi: Vikas Publications.
- Oakley, Ann(1972), *Sex, Gender and Society*, New York: Harper and Row.
- Omvedt, Gail(1980), *We will Smash this Prison*, London: Zed Books.
- Omvedt, Gail(1986), *Violence Against Women, New- Movements and New Theories in India*, New Delhi: Kali for Women.
- Thaper Romila (1976), **Looking Back in History**, in Devaki Jain (ed.) Indian Women, New Delhi, Publication Division, Govt. of India.

Ph.D Course-Work Sociology
Semester – I
Optional Paper – 17SOCMP11D2
Social Welfare and Social Legislation

Maximum Marks: 100
Theory: 80
Internal Assessment : 20
Time : 3 Hours

Course Code	Course Outcomes
CO1	The students would be able to know about the constitutional provisions for social welfare.
CO2	The students would be acquainted with the social welfare programmes and their need for society.
CO3	The students would be able to understand social welfare legislation for different sections of society.
CO4	The students would know the functioning of organisations for social welfare at different levels.

Note:

The question paper will consist of four sections containing eight questions with internal choice from each unit i.e. two questions from each unit. The candidate will be required to answer four questions i.e. one from each unit. All the questions shall carry equal marks i.e. 20 each from the units i.e. 4x20=80 marks.

Unit-I

Constitution of India : Fundamental Rights and Duties; Directive Principles of State Policy as Welfare Goals of the State; Social Legislation as an instrument of Social Welfare and Social Change; Limitations of Social Legislation.

Unit-II

Social Welfare and Needs: Compulsory Primary Education; Health Care needs; Welfare of Women and Children; Dalits and Tribes.

Unit-III

Social Legislation: Constitutional Provision in Favour of Dalits, Tribes, Other backward Classes, Women and Children.

Unit-IV

Organizations Promoting Social Welfare Programmes: Central and State Government Organizations and their functioning; Non-Governmental Organizations: their role and functioning.

Readings :

Antony, M.J. (1997), **Social Action Through Courts**, New Delhi, ISI.

Bhatia, K.L. (1994), **Law and Social Change Towards 21st Century**, New Delhi, Deep and Deep.

Kulkarni, P.D. (1979), **Social Policy and Social Development in India**, Madras. ASSWI.

Katalia & Majumdar (1981), **The Constitution of India : New Delhi**, Orient Publishing Company.

Pathak, S. (1981), **Social Welfare : An Evolutionary and Development Perspective**, Delhi : Mcmillan.

Patil, B.R. (1978), **The Economics of Social Welfare in India**, Bombay, Somayya.

Robert, F.M.(1988), **Law and Social Change-Indo-American Reflection**, New Delhi, ISI.

Shams, Shamsuddin (1991), **Women, Law and Social Change**, New Delhi, Ashish Publishing House.

(1998), **Indian Social Institute. Annual Survey of Indian Law**, New Delhi, ISI.

Ph.D Course-Work Sociology
Semester-I
Optional Paper – 17SOCMP11D3
Society, State and Politics in India

Maximum Marks: 100
Theory: 80
Internal Assessment : 20
Time : 3 Hours

Course Code	Course Outcomes
CO1	Students are expected to learn sociological understanding of different concepts used in the course.
CO2	Students would be able to understand theories of political system.
CO3	Students would be able to understand various development issues.
CO4	Students are expected to understand about nation-building and national identity.

Note:

The question paper will consist of four sections containing eight questions with internal choice from each unit i.e. two questions from each unit. The candidate will be required to answer four questions i.e. one from each unit. All the questions shall carry equal marks i.e. 20 each from the units i.e. 4x20=80 marks.

Unit – I

Theoretical Issues: The Textual (Dumont) and the field view (M.N.Srinivas) : The Binary Focus ; Synthesis of Textual and field view (A.M.Shah) : Dialectical Perspective (A.R.Desai).

Unit – II

Composition of Groups and Communities : Caste, Class, Village Community and Family ; Religious, Linguistic, Ethnic Communities : Regional Politics and Cultural Identities.

Unit – III

State and Development Issues : Constitution, Planning and Social Legislations – Their impact on SC, ST; Development issues : Population, Socio-Economic Disparity, Slums, Displacement, Ecological Degradation and Environmental Pollution.

Unit – IV

State and Politics : Nation building and National Identity ; Exclusion and inclusion policies : its consequences ; Role of State in upliftment of Dalit, Women and Tribal Movement in India.

Readings :

Beteille, Andre (1987), **Essay in Comparative Sociology**, New Delhi, Oxford University Press.

Beteille, Andre (1992), **Society and Politics in India : Essays in Comparative Perspective**, New Delhi, Oxford University Press.

DeSouza, P.R. ed. (2000), **Contemporary India – Transitions**, New Delhi, Sage Publications.

Dhanagare, D.N. (1993), **Themes and Perspectives in Indian Sociology**, Jaipur Rawat Publications.

Dube, S.C. (1973), **Social Sciences in a Changing Society**, Lucknow, University Press.

Dube, S.C. (1967), **The Indian Village**, London, Routledge, 1955.

Dumont, Louis (1970), **Homo Hierarchicus : The Caste System and its implications**, New Delhi, Vikas.

Dereze, Jean and Amartya Sen (1986), **India : Economic Development and Social Opportunity**, New Delhi : OUP.

Desai, A.R. (1985), **India's Path of Development : A Marxist Approach**, Bombay, Popular Prakashan (Chapter-2).

Harrison, D. (1989), **The Sociology of Modernization and Development**, New Delhi, Sage Publication.

Mohan, R.P. and A.S. Wilke, eds (1994), **International Handbook of Contemporary Developments in Sociology**, London, Mansell.

- Madan T N (1994), **Pathways, Approach to the Study of Society in India**, Oup, New Delhi.
- Oommen, T.K. and P.N.Mukherjee eds. (1986), **Indian Sociology : Reflections and Introspections**, Popular Prakashan, Bombay.
- Parekh, Bhikhu (2000), **Rethinking Multiculturalism : Cultural Diversity and Political Theory**, London : Macmillan.
- Singh, Yogendera (1986), **Indian Sociology : Social Conditioning and Emerging Concerns**, Delhi Vistaar.
- Singh, Yogendera (1973), **Modernization of Indian Tradition**, Delhi, Thomson Press.
- Singer, Milton and Bernard Cohn. Eds. (1968), **Structure and Change in Indian Society**, Chicago : Aldine Publishing Company.
- Sharma, SL (1980), “**Criteria of Social Development**”, Journal of Social Action, Jan.-March.
- Sharma, SL (1986), **Development : Socio-Cultural Dimensions**, Jaipur, Rawat (Chapter – 1).
- Sharma, SL (1994), “**Salience of Ethnicity in Modernization ; Evidence from India**”, Sociological Bulltein Vol.39, Nos. 1 & 2. Pp.33-51.
- Srinivas, M.N. (1966), **Social Change in Modern India**, Berkley : University of Berkley.
- Shah A M (2000), “**Sociology in Regional Context**”, Seminar, 495.

Ph.D Course-Work Sociology
Semester-I
Compulsory paper – 17SOCMP11D4
Sociology of Development

Maximum Marks: 100
Theory: 80
Internal Assessment : 20
Time : 3 Hours

Course Code	Course Outcomes
CO1	The students would learn about different perspectives of development.
CO2	The students would learn about social theories of development.
CO3	The students would know and understand different paths of social development.
CO4	The students would know about the factors of structural and cultural development

Note:

The question paper will consist of four sections containing eight questions with internal choice from each unit i.e. two questions from each unit. The candidate will be required to answer four questions i.e. one from each unit. All the questions shall carry equal marks i.e. 20 each from the units i.e. 4x20=80 marks.

Unit-I

Conceptual Perspectives on development: Economic Growth, Human Growth, Social Development, Sustainable Development: Ecological and Social.

Unit-II

Theories of Underdevelopment: Liberal (Max Weber and Gunnar Myrdal); Dependency: Centre – Periphery (Frank), Uneven Development (Samir Amin) World System (Wallerstein)

Unit-III

Paths of Development: Modernization, Globalization, Socialist, Mixed, Gandhian.

Unit-IV

Social Structure, Culture and Development: Social Structure as a Facilitator/Inhibitor; Development and Socio-Economic Disparities; Culture as an aid/impediment; Development and Displacement of Tradition; Ethnic movement.

Readings:

Amin, Samir(1979), **Unequal Development**, New Delhi:OUP.

Amin, Samir(1997), **Capitalism in the age of Globalization**, Delhi, Madhyam Books.

Dereze, Jean and Amartya Sen,(1996), **India: Economic Development and Social Opportunity**, New Delhi: OUP.

Desai, A.R.(1995), **India's Path of Development: A Marxist Approach**. Bombay: Popular Prakshan.

Fukuyama, Francis (1989), **The End of Hisitory**, Avon Press.

Giddens Anthony,(1996), **"Global Problems and Ecological Crisis' in Introduction to Sociology**, IInd edition, New York: W.W. Norton & Co.

Hettne, Bjorn (1991), **Development Theory and the Three Worlds**, Burnt Mill, Longman.

Kitching, Gravin (1989), **Development and Under Development in Historical Perspective**, London, R.K.P.

Moore, Wilbert and Robert Cook(1967), **Social Change**, New Delhi: Prentice-Hall.

Preston, P.W. (1996), **Discourses of Development : State, Market and Polity in the Analysis of Complex Change**, Aldershot : Avebury.

Rist, Gilbert (1997), **The History of Development : From Western Origins to Global Faith**, London, Zed Books.

Said, Edward (1993), **Culture and Imperialism**, London : Vintage Books.

Sen, Amaratya (1999), **Development as Freedom**, Delhi, OUP

Sachs Wolfgang (1992), **The Development Dictionary : A Guide to Knowledge as Power**, London, Zed Books.

"Symposium on Implications of Globalization," Sociological Bulletin. Vol. 44(Article by Mathew, Panini & Pathy).

Sharma, S.L (1992), **"Social Action Groups as Harbingers of Silent Revolution "**, Economic and Political Weekly.Vol.27,No.47.

Sharma, S.L(1989),"Criteria of Social Development", *Journal of Social Action*. Jan Mar.

UNDP(2003), **Human Development Report**, New York: OUP.

World Commission on Environment and Development(1987), Our Common Future,(Brundland Report) New Delhi: OUP.

Ph.D Course-Work Sociology
Semester-I
Optional Paper – 17SOCMP11D5
Sociology of Mass Media

Maximum Marks: 100
Theory: 80
Internal Assessment : 20
Time : 3 Hours

Course Code	Course Outcomes
CO1	Students are expected to learn sociological interpretation of mass media.
CO2	Students are expected to increase the knowledge about different media perspectives.
CO3	Students are supposed to learn the role of media on different types of societies.
CO4	Students are able to understand the impact of media on different sections of society.

Note:

The question paper will consist of four sections containing eight questions with internal choice from each unit i.e. two questions from each unit. The candidate will be required to answer four questions i.e. one from each unit. All the questions shall carry equal marks i.e. 20 each from the units i.e. 4x20=80 marks.

Unit – I

Concepts and Issues: Sociology of Knowledge and Mass Communication; Communication Types and Components; Mass Communication: Meaning and Importance; Mass Media: Characteristics and functions; Popular Culture, Mass Culture.

Unit – II

Theories and Perspectives in Mass Media: Marxist: Political Economic Theory, Conflict Theory; Functionalist: Uses and Gratification, Functions and dysfunctions, Normative: Libertarian, Social Responsibility Theory.

Unit – III

Mass Media and Social Structure: Media impact and their effectiveness in the context of different audience- Rural and Urban; Mass Media preference – Gender, Age and Class; Role of Mass Media in increasing consumer Awareness about Human Rights, Health, Environmental Protection and in Strengthening the feelings of National Integration.

Unit – IV

Media and Social Policy: Impact of Television on youth/Children; Gender representation on Television and Portrayal of Women in serials; Advertisements and private Pop Album; Television advertisements and its impact.

Readings:

Agee, Warrenk; Phillip, H. Ault and Edwin Energy (1975). **Introduction to Mass Communication**, New York :Dodi Mead Inc..

Aggarwal, B.C. and M.R. Malek (1986). **Television in Kheda**, New Delhi :Concept Publication.

Canter, Muriel G. (1980), **Prime Time Television – Content and Control**, London: Sage Publications.

Cassate, Mary B. and Molefi K. Asante (1979). **Mass Communication – Principles and Practices**, New York: McMillan.

Chauhan, Kanwar (2001) **Television and Social Transformation**, New Delhi: Sarup and Sons.

Chauhan, Kanwar (2003). **Television and Teenagers – An Emerging Agent of Socialization**, New Delhi: Sarup and Sons.

Cuber, John. F. (1957) **Technology and Social Change** , New York: Appleton Century Crofts.

Dominick, Joseph R. (1990). **The Dynamics of Mass Communication**, New York : McGraw Hill.

Gupta, V.S. and Vir Bala Aggarwal (1976). **Media Policy and Nation Building**, New Delhi : Concept Publications.

Hussain, Zahid and Vanita Ray (2000). ed. **Media and Countries in the Third World**, New Delhi : Kanishka Publishers.

Johnson, Erik (2000). **Television and Social Change in Rural India**, London: Sage Publication.

Joseph, Joni C. **Mass Media and Rural Development**, New Delhi : Rawat Publication.

Kumar, Kewal (1991). **Mass Communication**, Bombay : Jaiko.

- Mcquail, Dannius (1994). **Mass Communication Theory**, London: Sage Publication.
- Mcquail, Dennis (1972). ed. **Sociology of Mass Communication**, Harmondsworth : Penguins.
- Merton, R.K.(1972), **Social Structure and Social Theory**, New Delhi: Amerind Publications.
- Schramm, Wilbur (1973). **Mass Media and National Development**, New York: Harper and Raw.
- Srivastava, K.M. (1998). **Media towards 21st Century**, New Delhi: Sterling.
- Thompson, John B (1995). **The Media and Modernity**, London : Polity Press.
- Toffler, Alvin (1965). **Culture Consumers – Art and Affluences in America**, Baltimore : Penguin.
- Wober, Mallory and Barrie Gunter (1988), **Television and Social Control**, New York: St. Martin Press.