

Syllabus for PhD Entrance Examination

CORE COURSE (SUBJECT-SPECIFIC)

Unit-I Communication Theory

- Communication and Journalism -Basic terms, Concept and definition, types and process
- Process, Types and functions of Communication
- Communication models: SMCR, Shannon and Weaver, Laswell's, Osgood's, Schramm's NewComb's, Convergent Model, Gate-keeping Model
- Media Systems & Theories of Mass Communication: Authoritarian, Libertarian, Social-responsibility, Development Media Theory; Normative theories of press
- Mass communication in India-Reach, access and nature of audience

Unit-II Media and Society

- Role of media in society
- Basic roles and responsibilities of newspapers, magazines, photography, radio, television, cinema and internet as originators of message.
- Demographic and sociological impact of media; Impact of media on specific audience-Women, children etc.
- Mass campaigns for specific issues-Social concerns, environment, human rights, gender equality, etc.

Unit-III Media Laws and Ethics

- Freedom of Expression and Speech: Freedom of media under Indian Constitution
- Restrictions on the freedom of speech and expression;
- Laws of Defamation
- Media laws in India
- Ethics in Journalism: Code of Conduct for Journalists
- Press Commissions; Press Council of India

Unit-IV History of Media

- History of Print and Broadcast media with particular reference to India
- Post -independent development in print media: Newspapers and Magazines
- History of Television in India, History of News coming on Television with Special reference to India, SITE, phase and evaluation, Expansion of television
- Radio Broadcasting in India
- Cinema-Historical overview and contemporary analysis-Commercial , parallel and documentary genres-Problems and Prospects for the films industry
- Digital Revolution and Global media

Unit-V Development Communication

- Development Communication: Meaning; Strategies, Models
- Role of Communication in Development; Role of mass media as a tool in Development

- Community based Media
- Dominant Paradigm: Its critique. Alternate paradigms of development.
- Information needs in rural settings: Critical Analysis of different media channels regarding development issues
- Developmental and rural extension agencies: governmental, semi-governmental, non-governmental organizations.

Unit-VI News Reporting

- News: Meaning, Elements, News Values
- News Writing: Inverted Pyramid News Writing Style
- Conflicts related to media coverage and representation
- News Agencies
- Specialized areas of Journalism
- India's position and approach to international communication issues

Unit-VII Radio and Television

- Characteristics of radio, television and Internet as medium of communication
- Grammar of TV and Radio and Video
- The production team: Role of Producer
- The Visual language: Camera Movement
- Different types of programmes on Radio and Television
- Format for Radio Television-News Sitcoms, Features, Commercial, Operas, Documentation, Cinema, Theatre, Drama

Unit-VIII Advertising & Public Relations

- Advertising: Marketing; Models of Advertising
- Advertising's role in society and Social Responsibility
- Advertising Agencies-structure and function of different departments
- Code of ethics for advertising: Mass media laws concerning advertising — apex bodies in advertising AAAI, ASCI etc.
- Public Relations: Evolution and Function
- PR in relation to marketing, advertising, publicity, propaganda
- Stages of PR: Planning, research, implementation, evaluation, PR campaigns,

RESEARCH METHODOLOGY

Unit I Introduction to Research

- Meaning & Need of Research,
- Functions/Importance of Research
- Criteria of Good Research
- Qualities of a good researcher;

Unit II Introduction to Communication Research

- Media Research based on concepts of communication process
- Relevance and need of Media Research
- Media Research as a tool of Reporting

Unit III Types of Research

- Types of Research (Pure, Applied; Qualitative, Quantitative; Empirical, Behavioural; Experimental; Descriptive; Historical)
- Research Problem/Research Statement
- Research Design – Definition, purpose and types
- Pre-testing and Pilot Study

Unit IV Research Methods - I

- Hypothesis: Meaning, Need and Types
- Literature Review
- Survey; Types of Survey; Merits and Demerits
- Content Analysis – Qualitative and Quantitative
- Experimental Methods

Unit V Research Methods - II

- Case Study,
- Focus Group Discussion,
- Interview,
- Historical Method,
- Observation Method.

Unit VI Tools of Research

- Collection of data from various sources. Tools of data collection: sources (Primary and Secondary sources)
- Questionnaires & Interview Schedule - Preparations and Administration
- Dairy method, Field notes, media source books, field studies, telephone, surveys, online pools, etc
- Web Resources

Unit VII Sampling

- Sampling: Concept, representativeness of the samples.
- Types of Sampling:

- Probability Sampling: Meaning, Need and types.
- Non-probability Sampling: Meaning, Need and types
- Theory and Practice of Sampling
- Variables (Dependent and Independent Variables)

Unit VIII Data Analysis & Reporting Writing

- Statistical method of analysis – Basics
- Tabulation, Graphic and diagrammatic representation
- Scaling Techniques
- Research Report Writing: Citation, Indexing, Bibliography, footnotes, endnotes, glossary
- Scaling Techniques
- Ethical perspectives of mass media research