

PhD Entrance Examination Syllabus

32. Journalism and Mass Communication

History of Journalism: Origin and Growth of Print and Electronic Media, Pre-Independence and Post-Independence Journalism in India, Growth of TV, Radio, SITE Phase, Doordardan era, All India Radio, Cable and DTH technology, Growth of Indian cinema.

Communication: Meaning, definition, elements, types, communication barriers, 7Cs principle of communication, Models of Communication, Theories of Mass Media, Normative Media theories.

News: News, sources of news, essentials of news writing, reporting, structure of news room in Print Media, types of news stories, feature writing, articles, editorials, column writing, reviews, reportage, travelogue, memoirs and sketch, Interview techniques and essentials.

Editing, Printing and Production: Tools of editing, Headline writing, pictures, caption writing, Newspaper Page Design and modern trends in publishing, printing processes, Proof-reading.

Media Laws in India and Ethics of Journalism: Freedom of Press, Constitutional Provisions, Codes of Ethics for Journalism, Defamation, Right to Information, Various Press Laws in India and relevant provisions in the Indian Penal Code with reference to sedition, obscenity, crime against women and children, Various Press Institutes and governing bodies.

Advertising and Public Relations: Origin, growth, concept, types and tools of Advertising, principles of Advertising, ad copywriting, layout of copy, advertising agencies, Mass Media advertising vs Local advertising, Code of Ethics in Advertising, Advertising Standard Council of India; Objectives, functions and principles of Public Relations; Qualities of a PRO, tools of Public Relations, Code of Ethics for Public Relations Practitioner.

Electronic Media: Characteristics of TV as a medium, grammar and essentials of a TV script writing, various elements of news coverage, organizational structure of TV newsroom, production team, Linear and non-linear editing, TV interviews, various TV programmes; Origin and development of Radio in India, AM and FM broadcasting, All India Radio services, various types of radio programmes, essentials of a Radio script, structure of a radio newsroom, radio coverage, various types of radio programmes; Basics of still and video Photography, different kinds of camera shots and techniques.

Marketing and Corporate Communication: Meaning, definition, elements of marketing, principles of marketing, marketing mix, marketing management, market segmentation, importance of product positioning, placement and promotion; Corporate Communication concept, definition, principles and functions, relevance of corporate communication, brand management, brand positioning, corporate identity, Image management, Event management.

Media management and ownership: Management of Media organizations, financial management, media ownership and its types, newspaper business management, classification of newspapers, organisational structure of newspapers, magazines and news agencies, foreign equity in Indian Media, Impact of globalisation on media, various regulations to safeguard interests of journalists and press employees.

New Media Technology: Analogue and digital technologies, new communication technologies, teletext, video text, teleconferencing and video conferencing, HDTV, Fibre optics, Internet, social networking, basic computer networks, types of Internet connections, elementary introduction to browsers, search engines, search resources, web journalism, IT Act, Online advertising.

Development Communication: MacBride Commission, recommendations, changing concept of development since Second World War, various approaches to development, Development Communication, role of media in development, development support communication, Opinion leaders, Change agents, NGOs, participatory approaches to development, Community-driven Development (CDD), Community-based Organizations (CBOs), Role of Interpersonal Communication and Traditional Media in development.

Communication Research

Meaning and definition of research, Research Methodology, Research design, types of research designs, various research methods, Review of Literature, formulating terms of inquiry – objectives, research questions and hypotheses, sampling methods, Data collection tools and techniques, Data analysis approaches, Mass Communication Research, Concept and significance of Public Opinion, Opinion Surveys and Exit polls.