

Syllabus for Ph.D. (Department of Journalism and Mass Communication)
Entrance Exam Paper -II

UNIT-1	Introduction to Journalism and Mass Communication
	<p>Concept of Journalism and mass communication; Media Literacy: Meaning and Significance; Role of media in society; Information and knowledge societies; Development Communication. Mass communication in India: History, growth, and development of print and electronic media; Major landmarks in print and electronic media in Indian languages. Media education in India; Changes in Indian Media Industry post liberalization. Global communication system & policies.</p>
UNIT-2	Theories and Paradigms in Communication
	<p>Communication Models; Dominant paradigms in Mass Communication; Responses and critique of dominant models; Mass Media Perception Theories. Paradigms and discourse of development communication; Public sphere Model; Communication design theories and practice; Effects of new technology on global communication flows. Theories and models of communication in advertising; Film and television theory; the dominant film paradigm. Schools of thought in Media Research, Indian traditions and approaches to communication; Western and Eastern philosophical, ethical, and aesthetic perceptions of communication.</p>
UNIT-3	Specialized Practices
	<p>News: concept, structure, and perspectives; News Reporting & Editing; National and international news agencies. Advertising: definition, concept, functions, types, and evolution in India; Advertising agency: role, structure, and function; Advertising campaign; Marketing research; Public Relations and Corporate Communication - definition, structure, and techniques; Crisis communication; Corporate Social Responsibility; Communication Audit. Media production techniques – print, electronic and digital; Computer-mediated communication & ICT; Social networking; Mobile adaption and new generation telephony; e-governance; Animation - concepts and techniques. Film language and aesthetics; Approaches to analysis of Visual Communication; Major Cinema Movements in the World; Leading film directors of India: before and after Independence; Commercial and ‘non-commercial’ genres.</p>
UNIT-4	Laws, Ethics and Regulations
	<p>Ethics of news reporting; Ethics in Advertising and Public Relations; Ethics and New Media; Film Censorship and Certification. Media policies of the Government of India since Independence; Social reformers of India; Freedom of Speech and Expression; Parliamentary Privileges; Cyber Laws; Defamation laws. Right to Information Act 2005; Copyright Act 1957; Press and Registration of Books Act 1867; Law of Obscenity (Section 292-294 of IPC); the Miller test, the Hicklin test, Indecent Representation of Women (Prohibition) Act 1986; Scheduled Castes and Tribes (Prevention of</p>

Atrocities) Act, 1989; Cable Television Network (Regulation) Act 1995; Information Technology Act (relevant) 2000; Cinematograph Act 1952; Press Council Act as amended from time to time. Various regulatory bodies for print, TV, Advertising, PR, and the Internet.

UNIT-5

Media and Communication Research (MCR)

MCR: definition, process, and approaches; Tools and sampling design.

Research Designs in journalism, Public Relations, advertising, cinema, animation and graphics, television, Internet, social media practices, magazines, and children's media.

Media-specific methods such as exit polls, opinion polls, telephone, SMS surveys, and voting with regard to GEC (general entertainment content); Statistical and Content Analysis for MCR.

Ethical considerations in communication, media and journalism research; Writing Investigative Reports; Mixed Method studies.

References: The list is illustrative and not exhaustive with respect to the syllabus.

1. Agarwal, V., & Gupta V.S. (2012). Handbook of Journalism and mass communication. New Delhi : Concept Pub,.
2. Baldwin, R. (2016). The Great Convergence. London: The Belknap Press of Harvard University Press.
3. Creswell, J. W. (2009). Research Design Qualitative, Quantitative and Mixed Methods Approaches. California: Sage Publications.
4. Dhawan, B. (1974). Economics of Television in India. New Delhi: S. Chand & Co. Ltd.
5. Harcup, T. (2015). Journalism: Principles and Practices. <https://doi.org/950906628>
6. Kumar, K. J. (1981). Mass communication in India : a comprehensive and critical look at the mass media in India / by Keval J. Kumar. Bombay: Jaico Publishing House.
7. Martin, C. (1999). Net Future. USA: McGraw Hill .
8. Williams, K. (2010). Understanding Media Theory. New York: Bloomsbury Academic.
9. Wimmer, R. D., & Dominick, J. R. (2014). Mass Media Research: An Introduction (10th ed.). Delhi, India: Wadsworth, Cengage India Private Limited.
10. Refer to official websites of the Ministry of Information and Broadcasting (Govt. of India), Prasar Bharati, Indian and Foreign News Agencies, PRSI, ASCI, MRUC, IBF, CBFC etc., for latest updates on regulatory decisions.