

Ph.D. (Journalism and MassCommunication) Entrance Examination

A. Syllabus of Research Methodology (RM):

Meaning of research; Media Research, Definition, Role and Concepts, Types of research, Research Design, Review of Literature, Types of Media Research Methods, Important tools of Research, Research Questions and Hypotheses, Techniques for Data Collection, Methods of Research: Experimental, Descriptive, Historical, Qualitative and Quantitative methods, Format and styles of referencing, Fundamental understanding use of ICT in research, Plagiarism, Research Ethics, Ethical Codes related to respondents, Media Laws and Ethics

B. Syllabus of Subject Awareness (50 Marks):

Candidates are expected to have fundamental understanding of the following themes/concepts and relevant theories:

a. Theories and Models of Mass Communication

Basic model of communication, Linear Communication, Aristotle Model, Harold D Lasswell, Braddock, Shannon and Weaver, Osgood and Wilber Schramm and Helical Dance Model, Berlo's S-MC-R Model, Newcomb Model, Garbner's Model, Normative Theories, Agenda-Setting, Uses and Gratification, Spiral of Silence; Media System Dependency; Hegemonic Theory, Cultivation Theory.

b. Journalism and New Media

Concept of Journalism and mass communication. History, growth and development of print and electronic media. Major landmarks in print and electronic media in Indian languages. Media's role in formulation of states of India, Online Media etc.

c. Field Reporting, Editing, Design and Layout

News-concepts, Structure and Perspectives. Reporting for Print, Radio, Television and Digital Media. Types of reporting, National and international News Agencies, Niche Reporting, Editing and Presentation Techniques for print, Design and Layout of a Newspaper.

d. Advertising and Public Relations

Advertising, Marketing, Ad copy and Layout, Public Relations, Public Opinion, Propaganda, Corporate Communication , Corporate Advertising etc.