

Syllabus for Entrance Test for PhD.

Subject: Mass Communication and Journalism

Paper - 1 Mass Communication and Journalism Theory and Concepts

Concept of journalism and mass communication, mass communication and journalism in India. History, growth and development of print, electronic media, new media, social media and online media. Major landmarks in print and electronic media in Indian languages. Media's role in society.

Media criticism and media literacy, Press Council and Press Commissions of India, status of journalism and media education in India. Media policies of the Government of India since Independence.

Models and theories of mass communication, normative theories, administrative and critical traditions in communication, media and journalism studies, communication and theories of socio-cultural, educational and agricultural change. Technological determinism, critique of Marshall McLuhan's theory and Marxist approaches. Information and knowledge societies.

Indian traditions and approaches to communication from the Vedic era to the 21st century. Western and Eastern philosophical, ethical and aesthetic perceptions of communication - Aristotle and Plato, Hindu, Buddhist, and Islamic traditions.

Media and culture - framework for understanding culture in a globalised world. Globalisation with respect to politico-economic and socio-cultural developments in India. Concept and definition of development communication, role of media and journalism in society, characteristics of Indian society – demographic and sociological impact of communication, media and journalism. Media and specific audiences.

Concept of Development, development and social change, Issues and post-colonial conceptions. Deconstruction of dominant paradigm of communication and development. Responses and critique of dominant models. Development Support Communication (DSC), role of media in DSC.

Corporatisation of development - Corporate Social Responsibility, non-state actors in

development, mass campaigns by NGOs, Government of India, international agencies and corporates. Paradigms and discourse of development communication.

Emergence of global civil societies, public sphere, global communication system - nation state-universal, national communication policies. Leading influencers of social reform in India - Raja Rammohan Roy, Pandit Madanmohan Malviya, Bal Gangadhar Tilak, Mahatma Jyotiba Phule, Mahatma Gandhi, Acharya Vinoba Bhave, Dr B. R. Ambedkar, Deendayal Upadhyay, Dr Ram Manohar Lohia etc.

News-concepts, determinants (values), structure and perspectives. Reporting for print, radio, television and digital media. Types of reporting. National and international news agencies and feature syndicates, functions and role. Writing for print, electronic and digital news media. Translation and transcreation. Editing and presentation techniques for print, television and digital media. Journalism as profession, reportage of contemporary issues, ethics of reporting. Critique of western news values, effect of new technology on global communication flows. Niche Reporting. Definition, concept, functions, types, evolution of advertising, standards and ethics in advertising. Theories and models of communication in advertising.

Advertising management - agency-role, structure and function, client-agency relationship, media planning and budgeting. Advertising and creativity, language and translation. Advertising campaign and marketing. Advertising and marketing research.

Public Relations and Corporate Communication - definition, concept and scope. Structure of PR in State, Public, Private and non-government sectors. Tools and techniques of PR and Corporate Communication. Crisis communication and its management. Ethics of Public Relations. International Public Relations, communication audit

Concept of law and ethics in India and rest of the world. The Constitution of India, historical evolution, relevance. Concept of freedom of speech and expression in Indian Constitution. Laws pertaining to; Defamation, Libel, Slander-IPC 499-502, Sedition IPC 124(A), Contempt of Courts Act 1971, Official Secrets Act 1923, Press and Registration of Books Act 1867, Working Journalists and other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act 1955, Wage Boards, 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 Atrocities) Act, 1989, Parliamentary Privileges. Famous cases involving journalists and news media organisations.

Right to Information Act 2005, Copyright Act 1957, Intellectual Property Rights, Cable Television Network (Regulation) Act 1995, Information Technology Act (relevant) 2000 and cyber laws, Cinematograph Act 1952, Film Censorship, Press Council Act as amended from time to time, IPR, ASCI, Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, Various regulatory bodies for print, TV, Advertising, PR, and Internet.

Rules, regulations and guidelines for the media as recommended by Press Council of India, Information and Broadcasting ministry and other professional organisations, adversarial role of the media, human rights and media.

Communication design theories and practice. Media production techniques – print and electronic. Digital media production techniques. Economics and commerce of mass media in India. Principles and management in media industry post liberalisation. ICT and media - definition, characteristics and role. Effect of computer mediated communication. Impact of ICT on mass media. Digitisation. Social networking. Economics and commerce of web enabled media.

Film theory, Visual Communication, Visual analysis. Film and identity in Indian film studies, leading film directors of India before and after Independence. Indian cinema in the 21st century. National cinema movements: Soviet Montage cinema, German Expressionistic cinema, Italian Neo-Realistic cinema, French New Wave cinema, British New Wave cinema, Indian New Wave cinema, Period cinema. Cinema in the new millennium. Basics of film language and aesthetics, the dominant film paradigm, evolution of Indian cinema-commercial and ‘non-commercial’ genres, the Hindi film song, Indian aesthetics and poetics (the theory of Rasa and Dhvani).

Approaches to analysis of Indian television. Grammar of electronic media. Development of television in the world and India, Doordarshan; genesis, growth, guidelines, role, functions and objectives, Joshi committee. SITE, Kheda, Pij. pre production, production, post production.

Development of radio in India and world, introduction and growth of Akashwani, Vividh Bharati,

community radio, guidelines, role, functions, objectives, government policy regarding broadcasting, committees: Chanda, Verghese, Joshi, formation of Prasar Bharati, code of broadcasting, Radio pre production, production, post production.

New media: knowledge society, public sphere, community media, participatory communication and media, keywords, SEO, permalink (URL), meta tags, analytics. Social Media: social sharing and social networking, Online Journalism: online journalism in india, e-Governance, Citizen journalism, Online Reporting: news blog, blogsphere, website, hypertext, multimedia, language and style, pod cast and web cast, tools for news gathering, ethics of online journalism, ICT Act.

UNO's universal declaration of human rights, international news agencies, growth and development of satellite communication, information super highway, telecommunication tariffs, international intellectual property rights. International communication: concept, definition, historical dimension, information as wealth and power, information rich west, information poverty in the underdeveloped countries, cultural and media imperialism.

Concept of free flow of information, imbalance; origin, concept, debate, New World Information and Communication Order (NWICO): demand for, debates and development, nomenclature, free flow ideas, UNESCO's efforts in removal imbalance in news flow. MacBride commission report, NWICO: character and content, India and NWICO, non-aligned news pool: role, working, success, failure, Inter-Governmental agencies, International Programme for development communication (IPDC) international telecommunication and regulatory organisation.

Paper – 2 Communication Research

Social Science and Communication Research; definition, concept, constructs and approaches, Steps in communication research process. Research Question and Hypothesis, Research Designs - types, structure, components, classical, experimental and quasi experimental, variables; Concept of Reliability, Validity. Types and methods of research; basic, applied, descriptive, analytical, historical, case study, longitudinal studies,

Research in communication, print media, journalism, public relations, advertising, cinema, radio, animation and graphics, television, Internet, social media. Communication, journalism and media research in India.

Levels of measurement: sampling-probability and non-probability, tests of validity and reliability, scaling techniques. Methods and tools of data collection-interviews, surveys, case studies, obtrusive and non-obtrusive techniques, ethnography, schedule, questionnaire, diary and internet based tools, media specific methods such as exit polls, opinion polls, telephone, SMS surveys and voting with regard to GEC (general entertainment content).

Data analysis, testing, interpretation, application of statistical tests-parametric and non-parametric, tests of variance-univariate, bivariate and multivariate, tests of significance, computer mediated research. Ethical considerations in communication, media and journalism research, writing research reports, plagiarism.