

School of Mass Communication

Syllabus for PhD Entrance Examination

The following syllabus is only a guideline for preparation of Ph.D. entrance examination. The higher level of knowledge and skills at postgraduate shall be required to take the entrance examination. It is only indicative and not exhaustive.

Section 1: Research Methodology

Meaning and importance of Research, Research elements, Types of Research, Selection and formulation of Research Problem, Hypothesis, and literature review, Research Design, Research Methods(experimental research, survey, qualitative and quantitative research, content analysis, longitudinal research, etc.), Sampling, Sample Design, Classification of sampling techniques: probability and non-probability, Data Collection, Primary & Secondary Data Sources, Data collection techniques: Questionnaire: Questionnaire design process, Pre-testing questionnaire, Interview and Schedule, Measurement and Scaling, Data analysis: Introduction to basic statistics, research applications in different disciplines of Mass communication, Aspects of Copyright Law.

Section 2: Mass Communication and Media Studies

- a. Communication: Elements and process, Types of communication, Main characteristic and functions of communication in society, Dimensions of communication, Barriers in Communication, Communication and Development, Different types of principles and models of communication, Theories of mass communication. New Trends in Mass Communication.
- b. Journalism and objectives, Principles of journalism, Different kinds of media, their functions & significance, Basics of print, radio and television, Basics of news, Reporting and News writing for print, radio and TV, Different formats of writing for print, TV and Radio, Editing & types, Different stages of production, Lighting, Camera Handling, Shots, Film and Society, New Media: Development, Convergence, Web journalism and its different dimensions, Media Laws and Ethics, Contemporary Media Issues.
- c. PR & Advertising: fundamentals, elements, types, objectives and functions, strategies, PR and allied disciplines, PR Tools and techniques, PR & Media, Advertising and Brand Management, Advertising Agencies and Media Planning, Social and Ethical Aspects of Advertising.