

Department of Journalism & Mass Communication

Mandsaur University, Mandsaur

Syllabus for Ph.D Entrance Exam

I. Communication

Basics of Communication, Principles, Models of communication, Theories of communication and mass communication, Agenda Setting, Cultural ratification, Needles & Gratification, Diffusion of Innovation, etc. and their applicability, Different media, their analysis and applicability

Communication Theory: Introduction and overview of latest scholarship and theories

- 1) in different contexts: advertising, broadcasting, public relations conflict communication, cultivation analysis, development, environmental communication, film, globalization, health communication, international communication, intercultural communication, journalism, media and mass communication, organizational communication, political communication etc.
- 2) With different orientations: critical, cultural, feminist, semiotic and sociological
- 3) Related to information technology, international and global concepts
- 4) with non-western paradigm: Asian Communication Theory, Indian Rasa Theory, Sadharanikaran Theory etc.

II. Editing and Reporting

Basics of News, Reporting, different beats, sources, treatment of news, editing (print and electronic), various formats of writing (feature, news analysis, backgrounder, historical sketch, etc.), Reporting for print, TV and online, creative writing, media economics.

III. Basic concepts of different disciplines of mass communication like advertising, Corporate communications-, audio- and audio-visual media, event, media marketing, etc. (up to Masters' level).

IV. Contemporary Media Issues

V. Mass Communication

Mass communication as discipline: Understanding Human communication- Communication to Mass Communication and beyond structure, Elements and Process of Mass Communication, Approaches to study communication theory; Mass Communication- Traditions and models; Theories of media and Theories of

society; Critical- Cultural Theories and Beyond; Perspectives on Technology and Communication.

VI. Development Communication

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.

Development and social change. Issues and post-colonial conceptions.

Deconstruction of dominant paradigm of communication and development.

Responses and critique of dominant models.

Emergence of global civil societies, public sphere, global communication system - nation state-universal, national communication policies.

VII. Advertising and public relations

Definition, concept, functions, types, evolution of advertising, standards and ethics in advertising. Theories and models of communication in advertising. Brand management.

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

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

VIII. Media Laws and Ethics

Concept of law and ethics in India. The Constitution of India, historical evolution, relevance. Concept of freedom of speech and expression in Indian Constitution. 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); Indecent Representation of Women (Prohibition) Act 1986, Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989, Right to Information Act 2005, Copyright Act 1957, Intellectual Property Rights, Cable Television Network (Regulation) Act 1995 Parliamentary Privileges. Famous cases involving journalists and news media organisations.

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

IX. Film and Visual Communication

Film and television theory. Film and identity in Indian film studies, leading film directors of India before and after Independence. Indian cinema in the 21st century. Approaches to analysis of Indian television. Visual Communication. Visual analysis. 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)

X. ICT and Media

ICT and media - definition, characteristics and role. Effect of computer mediated communication. Impact of ICT on mass media. Digitization. Mobile adaption and new generation telephony by media, ethics and new media. ICT in education and development in India, online media and e-governance.

Suggested Readings:

- Frey, Lawrence R.(2000). Investing Communication, Boston, Allyn and Bacon
- Wimmer, Rogern D919830. Mass Media Research: an Introduction, Belmont, Wadsworth Publishers.
- Berger, Arthur Asha (2005). Media Analysis Techniques, Thousand Oaks, Sage Publications.
- Tro Chim, William M.K.(1985). Research Design for Programme Evaluation London, Sage Publications.
- Signorielli, Noncy (1990). Cultivation Analysis: New Directions in Media Effect Research, London Sage Publication
- Banks, Marcus (2001). Visual methods in Social Research, London Sage Publications.
- Ahuja Ram (2006) Research Methods, Rawat Publications, Jaipur
- Syed M.H. (2006) Research in Mass Media, Anmol Publications, New Delhi