

## **Ph.D Basic Syllabus - 2018**

### **Unit I**

- Communication: Meaning, Definition ,Nature; Elements and process of communication;
- Various forms and types of communication:
- Communication barriers
- Nature and process of Mass Communication; Mass Communication through traditional and Modern
- Media: Media functions for individuals; Media functions for society; Economics of mass media.
- Definition, meaning and process of development
- Development Communication- Definition, process and philosophy
- Paradigms of Development

### **Unit II**

- Track 2 diplomacy, Media and IR
- Propaganda, Schools of Propaganda--types and strategies
- Non- aligned news agencies news pool: Working, success, failure
- Public Relations and Corporate Communication: Concept and definition
- Evolution and Growth of PR
- Government Public Relations in India ,

### **Unit III**

- News: Definition, Changing concepts of News
- Elements, Values, Sources ,Structure of News
- Lead writing, kinds
- Newspaper Organization, Divisions/departments: Hierarchy and Roles
- Responsibilities of Copy Editor
- Print Media Terminology
- Backpack Journalist
- Ethical challenges of online journalism

### **Unit IV**

- Meaning of Research, Types of Research, Objectives and Elements of Research, Significance of Research.
- Variables, Scales of measurement, Tools of Data Collection, Sampling.
- Communication research and Media Research, Research Bias
- Ethical issues related to media
- Cable TV Regulation Act
- Film Censorship

# Ph.D Advance Syllabus-2018

## Unit I

- Characteristics and typology of audiences
- Four Eras of Mass Communication theory
- Sociological Theories
- Approaches to development
- Designing messages for Development communication
- DSC—Definition and genesis

## Unit II

- Propaganda techniques
- Organization communication patterns Crisis management Online Journalism Tools and Terminology
- Generating Story Ideas
- Cultural Imperialism
- Profile of BBC, Aljazeera
- New World Information and Communication Order (NWICO)

## Unit III

- News reporting terminology
- Interviewing –kinds
- Beat Reporting
- Interpretative Reporting -purposes, techniques
- Functions and Classification of Editorials
- Headlines- Functions, Kinds
- Different design elements—sidebars, boxes, blurbs, infographics
- Elements of digital storytelling (Multimedia, Interactivity, Linking

## Unit IV

- Qualitative and Quantitative Research, Formative and summative research, Research sources and feedback
- Methods of Data Collection
- Audience and Market Research, Media monitoring, opinion poll and exit poll, Data Analysis and interpretation
- Freedom of Speech and Expression
- Official secrets Act, RTI
- Ethical dilemmas during war reporting