

ENTRANCE SYLLABUS INTEGRATED M.PHIL/PH.D

Ph.D Basic Syllabus - 2020

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