

ENTRANCE SYLLABUS INTEGRATED M.PHIL/PH.D
Mass Communication and Journalism
Ph.D Advance Syllabus-2020

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