

Mass Communication and Journalism syllabus for Ph D entrance exam

Media Theories -Uses And Gratifications, Social Categories Theory, Cultivation Analysis, Social Learning Theory, Cognitive Consistency And Dissonance Theory. Normative theories of the Press-Authoritarian theory, Libertarian theory, Social Responsibility theory, Soviet Media theory, Censorship,Media Ethics-Cannons of Journalism, Right to Privacy, Media Trial

Media Laws-Freedom of Speech and Expression- Article 19(1)(a)-Article 19(2), Press as Fourth Estate, Seditious, Defamation. The Press and Registration of Books Act, Copyright act.

Reporting and Editing—Different types of Reporting. Page Make up-Design, planning and layout, kinds of page make up, dummy, copy fitting, total design concept, photography-picture placements, captions, cut lines and cartoons.

Development communication- Contribution of newspapers-broadcast medium-films/documentaries- new media in development; Uses of communication tools for National development; Communication experiments in India and other developing countries, ICT and development, growth of development journalism; telecom and development.

Advertising - needs and definitions, Types of advertising, Mediums of advertising, Role of advertising- social and economic, Components of advertising, Ad copy and layout, Ethics and truth in advertising, consumer behaviour, Ad Effectiveness, Semiotics in advertising & Narrative Advertising theories as applicable for different types of Advertising Communication.

PR - Definitions of Public relations; Scope and Importance of PR; Public—External and Internal; Functions of PR; PR as management function.PR Tools. Role of a PR campaign; Process of developing a campaign. Corporate Communications.

Film History - Early Cinema (1893- 1903), Development of Classical HollywoodCinema (1903-1927) Early Indian Cinema (1905-1913), Indian Language Cinema (1913-1932)Genres of Films, Parallel cinema, Narrative Elements of Cinema, Storytelling techniques.

Data Journalism -Importance of Data in Journalism; Computer-assisted reporting and Precision Journalism.Post Truth and its effects in Journalism; RTI, Digital Personal Data Protection Act, 2023. Using big data in journalism. Web 6.0. Artificial Intelligence in journalism, automated journalism.

Radio-History of radio broadcasting, Radio formats and genres, Broadcasting codes, Ethics of broadcasting, Radio production process. Writing for the ear. Different types of Radio programmes.

Television Production - production elements, studios, master control and support areas. Analogue and digital television. Pre-production, production, and post-production.Basic of a camera: Lens & accessories; Lighting and sound. Electronic News Gathering (ENG) & Electronic field Production (EFP). Types of Shots, Focusing. DTH technology.

Social Media Marketing - Digital Promotion and Social Media. Business use of social media platforms, etc. Key analytics and social media browsing behavior. Click Baits.

Keyword Marketing. Blog authoring. Podcasts.OTT. Social media monitoring and measurement - Social media analytics. Tools and techniques for social listening and remarketing.