

## **Syllabus for Ph.D. Media Management Entrance Examination**

### **PART – A : RESEARCH METHODOLOGY**

**Unit I:** Definition, concept, constructs and approaches to communication research process and **Experimental method, Exploratory studies.** Semiotic research analysis, - Longitudinal Studies comprising Cohort and panel Study methods, trend study. Psychology of panic, Process of adoption, Curves of diffusion and diminishing returns. Basic understanding of Convergences of theoretical perspectives in evolving research (paradigms) in media, such as, Frankfurt School and American Empirical school and cultural studies.

**Unit II:** Research Designs - types, structure, components, classical, experimental and quasi experimental, variables and hypotheses; types and methods of research; basic, applied, descriptive, analytical, historical, case study, longitudinal studies.

**Unit III:** Levels of measurement: sampling-probability and non-probability, tests of validity and reliability, scaling techniques. Methods and tools of data collection-interviews, surveys, case studies, obtrusive and non-obtrusive techniques, ethnography, schedule, questionnaire, diary, and internet based tools, media specific methods such as exit polls, opinion polls, telephone, SMS surveys and voting with regard to GEC (general entertainment content).  
Statistical tools

**Unit IV:** Data analysis, testing, interpretation, application of statistical tests-parametric and nonparametric, tests of variance-univariate, bivariate and multivariate, tests of significance, computer mediated research. Ethical considerations in communication, media and journalism research, writing research reports, plagiarism. Styles of reference writing (EPA, MLA, footnotes etc.), Statistical software's.

### **PART – B :**

**Unit I:** An Overview of Communication, History of Communication, Elements of Communication; Types of Communication; Function of Communication, Effective Communication; Principle and Barriers to Communication, Concept of Journalism and mass communication, mass communication in India, History, growth and development of print and electronic media, Major landmarks in print and electronic media in Indian languages, Media's role in formulation of states of India, Models and theories of mass communication, normative theories, administrative and critical traditions in communication, media and journalism studies, communication and theories of socio-cultural, educational and agricultural change. Technological determinism, critique of Marshall McLuhan's views on media and communication and Marxist approaches, Information and knowledge societies, Indian traditions and approaches to communication from the Vedic era to the 21st century, Western and Eastern philosophical, ethical and aesthetic perceptions of communication - Aristotle and Plato, Hindu, Buddhist, and Islamic traditions, Media and culture - framework for understanding culture in a globalised world, Globalisation with respect to politico-economic & socio-cultural developments in India.

**Unit II:** 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, Corporatisation of development - Corporate Social Responsibility, non-state actors in development, mass campaigns by NGOs, Government of India, international agencies and corporates, Paradigms and discourse of development communication, Emergence of global civil societies, public sphere, global communication system - nation, state-universal, national communication policies Leading influencers of social reform in India - Raja Rammohan Roy, Pandit Madanmohan Malviya, Bal Gangadhar Tilak, Mahatma Jyotiba Phule, Mahatma Gandhi, Acharya Vinoba Bhave, Dr B. R. Ambedkar, Deendayal Upadhyay, Dr Ram Manohar Lohia etc.

**Unit III:** 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, Advertising campaign and marketing, Advertising and marketing research, Public Relations and Corporate Communication - definition, concept and scope, Structure of PR in State, Public, Private and non-government sectors, Tools and techniques of PR and Corporate Communication, Crisis communication and crisis communication management, Ethics of Public Relations, International Public Relations, communication audit.

**Unit IV:** Concept of law and ethics in India and rest of the world, 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); the Miller test, the Hicklin test, Indecent Representation of Women (Prohibition) Act 1986, Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989, Parliamentary Privileges. Famous cases involving journalists and news media organizations, Right to Information Act 2005, Copyright Act 1957, Intellectual Property Rights, Cable Television Network (Regulation) Act 1995, Information Technology Act (relevant) 2000 and cyber laws, Cinematograph Act 1952, Film Censorship, Press Council Act as a ended from time to time, IPR, ASCI, Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, Various regulatory bodies for print, TV, Advertising, PR, and Internet, Rules, regulations and guidelines for the media as recommended by Press Council of India, Information and Broadcasting ministry and other professional organizations, adversarial role of the media, human rights and media.

**Unit V:** ICT and media - definition, characteristics and role, Effect of computer mediated communication, Impact of ICT on mass media. Digitization, Social networking, Economics and commerce of web enabled media, Mobile adaption and new generation telephony by media, ethics and new media, ICT in education and development in India, online media and e-governance, Animation - concepts and techniques, 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), National cinema movements: Soviet Montage cinema, German Expressionistic cinema, Italian Neo-Realistic cinema, French New Wave cinema, British New Wave cinema, Indian New Wave cinema, Period cinema. Cinema in the new millennium.