

TUMKUR UNIVERSITY
DEPT. OF JOURNALISM AND MASS COMMUNICATION
SYLLABUS FOR Ph.D. ENTRANCE TEST

PART I: COGNATE SUBJECT

Unit – I: Introduction to Journalism and Mass Communication

Concept of Journalism and Mass Communication. Mass Communication in India. History, growth and development of print and electronic media. Press Council and various Press Commissions. Linear and non-linear models of communication. Knowledge and Information Societies. Indian perspective of communication. Media and culture. Globalization with respect to socio-cultural, economic and political developments in India. Status of media in India.

Unit – II: Theories of Communication

Emergence of scientific perspective of mass communication. Mass society and mass culture. Hypodermic needle theory. Lasswell's propaganda theory. Lippmann's theory of public opinion. Normative Theories. Limited Effect Theories. Attitude change theories. Selective process. Information flow theory. Diffusion theory, Klapper's Phenomenistic theory. Media and Audiences: Uses and gratifications, reception studies, framing analysis, knowledge gap, agenda setting, the spiral of silence, cultivation analysis, catharsis, social learning theory.

Unit – III: Communication for Development

Concept of development communication. Role of media in the development of the society. Demographic and sociological impact of communication. Development and social change. Deconstruction of dominant paradigm of communication and development. Responses and critique of dominant models. Corporatization of development - Corporate Social Responsibility. Non-state actors in development, mass campaigns by NGOs, Government of India, international agencies and corporates. Media literacy.

Chairman / Co-ordinator
Board of Studies PG
Mass Communication & Journalism
Tumkur University, Tumkur - 572103.



Unit – IV: Reporting and Editing

Concept of news. News values. Structure of news writing. Reporting for print, radio, television and digital media. Types of reporting. National and international news agencies and feature syndicates, functions and role. Writing for various media. Need for translation. Editing and presentation techniques for print, television and digital media. Journalism as profession, advocacy reporting, ethics of reporting, niche reporting. magazine journalism, photojournalism.

Unit –V: Advertising and Marketing Communication

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, creativity and language. Advertising campaign and marketing. ASCI and AAI.

Unit – VI: Public Relations and Corporate Communication

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 management. Ethics of Public Relations, Communication audit.

Unit – VII: Media Laws and Ethics

Concept of freedom of speech and expression in Indian Constitution. Defamation, Libel, Slander, Sedition, Contempt of Courts Act 1971, Official Secrets Act 1923, Press and Registration of Books Act 1867, Working Journalists Act of 1955, Law of Obscenity, Indecent Representation of Women (Prohibition) Act 1986, Parliamentary Privileges. Right to Information Act 2005, Copyright Act 1957, Intellectual Property Rights, Cable Television Network (Regulation) Act 1995, Information Technology Act 2000 and cyber laws, Cinematograph Act 1952, Film Censorship, Drugs and Magic Remedies (Objectionable Advertisements) Act 1954, Human rights and media.



Unit – VIII: Media Management and Production

Concept of media management. Organisational structure of print and electronic media. Media ownership patterns. Production techniques in print, electronic and digital media. Problems and prospects of media industry in India – FDI and corporatization.

Unit – IX: Film Studies

Introduction to film theory. Evolution of Indian cinema-commercial and 'non-commercial' genres. Leading film directors in India. Impact of modern technology on film industry. Various film movements: Montage, Expressionism, Neo-Realism, and New Wave. Film awards. Film Society.

Unit – X: Digital Media

Definitions and characteristics of digital media. Introduction to computer technology, digital formats. Impact of ICT on media. Social networking. Digital media and career prospects. Emerging technologies- Artificial Intelligence, Augmented Reality, Virtual Reality, Mixed Reality. New media ethics.

PART II: RESEARCH METHODOLOGY

Unit – I: Introduction to Research

Definitions and purpose of research. Elements of scientific research – Concepts, Constructs, Variables and Hypotheses. Basic and applied research. Need for media research.

Unit – II: Research Approaches and Process

Research Approaches – Qualitative and Quantitative Research. Steps in research. Survey research, content analysis, experimental research, cross sectional and longitudinal studies.

Unit – III: Research Tools and Data Gathering

Sampling- types and techniques. Research tools- questionnaires, research interview-

interview schedules. Levels of measurement, measurement scales. Focus group, case studies, field observation.

Unit – IV: Data Analysis & Report Writing

Statistical procedures: Chi-square, t-test, correlation- regression- analysis of variance. Descriptive statistics- measures of central tendency and variability; normal curve. Writing research proposals; Styles of presenting research findings- essential aspects of thesis/ dissertation, citation styles, ethics in research. Statistical packages.

Unit – V: Media Research

Audience Research – Semiotics, Rhetorical Analysis. Research in print media: readership research, readability research. Research in Electronic media- Ratings and non ratings research. Research in advertising, public relations, cinema, and digital media.

