

Syllabus for PhD Entrance Exam
Department of Mass Communication
SSMFE

- a. Concept of Journalism and mass communication, mass communication in India.
- b. History, growth and development of print and electronic media. Major landmarks in print and electronic media in Indian languages.
- c. Media criticism and media literacy, Press Council and Press Commissions of India, status of journalism and media education in India.
- d. 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.
- e. 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.
- f. Media and culture - framework for understanding culture in a globalised world.
- g. 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.
- h. News-concepts, determinants (values), structure and perspectives. Reporting for print, radio, television and digital media. Types of reporting. National and international news agencies and feature syndicates, functions and role.
- i. Writing for print, electronic and digital news media. Translation and transcreation.
- j. Editing and presentation techniques for print, television and digital media.
- k. Definition, concept, functions, types, evolution of advertising, standards and ethics in advertising. Theories and models of communication in advertising.
- l. Brand management.
- m. Public Relations and Corporate Communication - definition, concept and scope
- n. ICT and media - definition, characteristics and role. Effect of computer mediated communication: Impact of ICT on mass media. Digitisation.
- o. Film and identity in Indian film studies, leading film directors of India before and after Independence. Indian cinema in the 21st century.

