

# **University P.G. Department of Mass Communication**

**Binod Bihari Mahto Koyalanchal University, Dhanbad**



## **Syllabus for PhD Entrance Test**

**H.O.D.**

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## **UNIT- 1: Introduction to Communication**

Origin, Basic concepts, Definitions, Nature, Process and function of Human Communication. Types of Communication and their contexts (From Intra Personal to Mass Communication). Media of Interpersonal, Group, Mass and Mass Self Communication. Audience, Culture, Society and Market Influence on Content of Communication. Basic Human Communication functions: Perceiving, feeling, thinking, relating, interpreting. Information processing: creation, dissemination and Reception of mediated information. Structuring message, it's encoding and decoding.

Indian perspectives of Communication: Sadharanikaran and other seminal thoughts. Early European perspective, Technological determinism. Mathematical theory of Shannon and Weaver. Administrative Approaches (From Lasswell to Newcomb). Frankfurt School (Critical theories). Media system: factors and theories (Authoritarian, Libertarian, Socialistic, Social Responsibility, Development).

## **UNIT- 2: Introduction to Mass Media**

Early communication systems, Folk media: Meaning & definition, Nature, Scope and Characteristics of folk media, Development of printing: Early efforts of News papering in India. The Indian Press and freedom movement. Development of Radio, After Independence Phase: from AIR days to FM, Community Radio, HAM Radio, Interactive radio, Satellite Radio, AIR committees. Development of TV- AIR days, SITE experiment, Post-Asiad phase, Opening of Indian Sky wave (1991) and afterwards (major landmarks).

Development of Cinema, recording, Basic process of professional photography and Videography, Types of cameras, Camera movements and Basic Shots. Introduction to new media technology, Information and Communication Technology, Understanding of basic terminology like news group, Web servers, Web Browsers,

URL Home Page, Search engine, Internet Protocols, Basic knowledge of Multimedia. Web page, Social media, Cyber security, New Media ethics.

### **UNIT- 3: Preparing News and other Contents**

News: Definitions, element, values and concepts. Sources of News; News gathering techniques- Web based sources, Press briefing, Press Conference, Meet the Press Programmes. Types of Interview, Purpose, Technique, Handouts, News release, Press note etc. Feature writing, Column Writing, news writing and analysis for Newspaper and Web.

Media Criticism and reviews, Editorial Writing, Types of Editorials, Letter to the Editor, Writing for blogs, Public relation writing, Script for Radio and TV, Writing scholarly articles- notes and referencing styles.

### **UNIT- 4: Media Laws and Ethics**

Constitution of India: Preamble, Fundamental rights- freedom of speech and expression and their limits. Directive principles of state policy, Provisions of declaring emergency, Effects of emergency on media, Reporting legislature and parliamentary privileges and media. Laws for print media: Press and registration of books act (1864), Working journalist and other newspaper employees (conditions of service and miscellaneous provisions) act 1955, Prasar Bharti act, cinematography act and acts for cable television and FM Radio, Copyright act, trademark act and patents act- with reference to WTO agreement and IPR legislations, Communication convergence bill and cyber laws impact of media.

Approach to Media Ethics : Etic and Emic, Media ethical problems including privacy, right to reply, sting operations, Guarding against communal writing and sensational and yellow journalism. Role of press council of India and its broad guidelines for the press, paid news, Codes suggested for the media by Press Council, Editors Guild of India, Advertising council of India, PRSI, NBA.

### **UNIT- 5: Conducting Communication Research**

Overview of research in Communication: search for models and theories, Qualitative vs. quantitative, Basic vs. Applied Research, Cross sectional vs. Longitudinal, Laboratory vs. Field Research etc. Method: Observation, Survey, Content Analysis, Census, Case study, Clinical study. Preparing Research question- Questionnaires and Schedules, Pre testing and Pilot- testing, Sampling Techniques- Strength and Limitations- statistical method of basic analysis.

Research process: Topic identification, Observation, Theorizing and Verification of phenomenon, Deciding title, Introduction, Rationale, Problem, Aim and Objective on Research Questions, Theoretical/ Conceptual/ Operational framework- perspective building/ hypothesizing. Methodology: Design, Universe/ Population, Variable/ Attributes/ indicators, sample, instrument, data type, time, limitation, data presentation, data analysis, summary/ Executive summary, Conclusion and Recommendations.

### **UNIT- 6: Advertising and Public Relations**

Advertising: Definition, Concept and Evolution, brand management, Brand equity, Unique selling proposition(USP), Advertising agency Management: Account, Creative, Media planning, Media buying. Mass Media Laws concerning Advertising, Apex bodies (AAAI, ASCI): ASCI code of conduct, Case studies from ASCI etc. Rural Advertising challenges in India.

Public Relation: Definitions and concept. Origin, Growth and development of Corporate Communication. PR tools, House Journal, Corporate Journal. Event Management, Corporate Communication Campaign, Crisis Management, Public Affairs, Lobbying.