

**Syllabus for Journalism and Mass Communication  
& Centre for Advanced Media Studies  
M.Phil & Ph.D Entrance Test 2020**

**Section-A**

**RESEARCH METHODOLOGY**

Research: Definition, Concepts and Scope; Mass Communication Research: Nature and Scope, Theoretical background of Media Research; Selection of a Research Design Components involved in Design; Philosophical Worldviews: Post positivist Worldview, Social Constructivist, Advocacy and participatory and Pragmatic Worldview; Strategies of Inquiry: Qualitative, Quantitative and Mixed Methods; Formulating Research Synopsis: Selecting the Research Problem from broader outline to workable formulation; Importance of Delimiting the Research Problems and its importance, Importance of Review of Literature, Types of Source material in writing, Objectives and Hypotheses, Importance of Synopsis and its importance in designing the research study.

Quantitative Research Design: Defining Surveys and Experiments Studies, Pre Experimental designs, Quasi Experimental, True Experimental, Single Subject Designs; Importance of independent, dependent and control variables; Experimental and control groups. Content Analysis, Descriptive and Analytical surveys, Sampling and its importance; Types of sampling designs: Probability and Non Probability sampling designs; Guidelines for making a good Questionnaire; Qualitative Research: Focus groups, Observation research, Advantages and Disadvantages of Observational research, Case study, Research Report Writing.

**Section-B**

**(Subject Specific)**

**INTRODUCTION TO MASS COMMUNICATION**

Communication Process: Definitions, Dimensions and Components; Language and Communication: Uses and Functions of Language; Types of Communication; Functions of Communication; Verbal and Non-Verbal Communication: Functions and Categories; Intrapersonal Communication: the self and self concept; Interpersonal Communication: Buber's Theory of Interpersonal relationships, Three stages in the development of Interpersonal relationships; Group Communication: Characteristics and advantages; Public and Mass Communication; Power of Mass Media; Audiences of Mass Communication; Frame of reference; Pyramid of Communication Networks; Mass Communication, Culture and Society.

Media System Theories: Authoritarian, Libertarian, Social Responsibility, Developmental and Democratic Participant Theory; Theories of direct and indirect influences; Bullet theory, Two-step flow theory, Theory of cognitive dissonance, Concepts of selective exposure, selective perception and selective retention; Cultivation theory, Agenda setting theory, Uses and Gratification theory, The "Mass" concept and Emergence of Mass Society Theory; Walter Lippmann's Theory of Public Opinion. Aristotle's Model of Communication; Lasswell's Model (1948); Osgood and Schramm Model of Communication (1954); Shannon and Weaver's Model (1949); Gerbner's Model (1956); Newcomb's Model (1953); Westley and Maclean's Model (1957); Jakobson's Model (1960); Model of Behavioural Effect.

**GROWTH AND DEVELOPMENT OF PRINT MEDIA**

Language and society; Development of language as a vehicle of communication; Invention of Paper and Printing Press; Development of Press in India: Colonial Period, Post Independence era; Origin and spread of Vernacular press as an agent of social change; Development of Punjabi Press, its scope and future; Issues related to press freedom; Contemporary Pioneer Publications in English: Statesman, The Hindu, The Tribune, The Times of India, Indian Express, Hindustan Times; Pioneer Publications in Hindi: Amrit Bazar Patrika, Dainik Jagran, Dainik Bhaskar, Amar Ujala; Pioneer Publications in Punjabi: Akali Patrika, Desh Sewak, Ajit, Punjabi Tribune, Jag Bani, Nava Zamana; Eminent Personalities of Pre Independence India: James Augustus Hickey, Raja Ram Mohan Roy, Mahatama Gandhi, Buckingham, Bal Gangadhar Tilak, B.G Horniman; Eminent Personalities of Post Independence India: Khushwant

Singh, Kali Nath Roy, Sadhu Singh Hamdard, Palagummi Sainath; Kuldeep Nayyar, History of Indian News Agencies: Sanchar, PTI, Bhasha, UNI, Univarta, ANI, IANS.

History of Press Laws in India: Press and Registration of Books Act 1867, Cinematograph Act 1952, Copy right Act 1957, Civil and Criminal Law of defamation, Contempt of Court Act 1971, Official Secrets Act 1923, Right to Information Act 2005, Prasar Bharti Act 1990, Cable TV Networks Regulation Act 1995 , Information Technology Act 2000, Relevant Provisions of IPC with reference to Sedition, Working Journalist and other Newspaper Employees Act 1955; Codes of Ethics by Editor's Guild of India; Press Council of India; Code of Conduct for Journalists by Press Council of India and Media houses; Provisions for declaring Emergency and their effects on media; Role and Reports of Press Commissions; Fundamental Rights; Freedom of Speech and Expression and Media.

### **REPORTING FOR PRINT MEDIA**

News : Nature and Structure, Definitions, Elements and Related Concepts; Sources of News; News Values; News Gathering Techniques: Oral Press Briefing, Special Press Briefing; Press Conference, Meet the Press; Types of interview: purpose, technique; Press Release, Press Note, Reporting Metro/City/Local etc. News writing styles; Types of news: Soft news and Hard news; Backgrounders; Investigative, Interpretative and Depth Reporting; Reporting for the Magazines; Use of Computers by Reporters; Online reporting, Blog and Web writing; Citizen Journalism; Photo Journalism; Basics of Still Photography: Aperture and Shutter speed, Depth of Field, its Relation with Aperture, Focal length.

Headline, Technique, Style, Purposes and Kinds of Headlines; Dummy, Page-make-up: Computerised page making, Intros and their importance, functions and types, lead body, paragraphing; Situation analysis; Special sections; Special columns; Special supplements; Special pullouts; Scoops, Exclusive and Specialized reporting: Crime, Social issues, Art, Science, Sports, Economic, Business, Development, Weather, City life, Accidents, Parliament, Riots, War, Social conflicts, Tensions, Civil and Human rights, Gender Issues and Political reporting; Do's and Don'ts for a reporter.

### **MEDIA MANAGEMENT**

Management: Concept, Functions and Importance; Approaches to Management :Managerial Roles Approach, Contingency or Situational Approach, Systems Approach, Organisational Behaviour; Social Responsibility of Managers; Motivation: Maslow's Hierarchy of Needs , McClenlland's Theory of Needs, Self Determination Theory, Goal Setting Theory, Self Efficacy Theory and Expectancy Theory; Management and Communication Process: Functions, Direction, Barriers and the Role of Manager as Communicator; Issues Management: Employee-Employer Relations, Government Relations, Community Relations and Consumer Relations.

Media as an industry and profession: Ownership Patterns and Policy Formulation of Mass Media in India; Sole Proprietorship, Partnership, Private limited Companies, Public Limited Companies, Trust, Societies, Cooperatives; Hierarchy Functions and Organisational Structure in Print Media, Radio and Television Management; Transnational Media Ownership and Issues of Sovereignty and Security; Manager and the New Media; Legal aspects of Media Management.

### **ADVERTISING**

Advertising: Definition, Functions, Types and Evolution; History of Indian Advertising; Theories of Advertising: Starch Model, AIDA, DAGMAR model, Theory of Cognitive Dissonance and Maslow's Hierarchy of Needs Model; Brand Building and Advertising: Defining Brand, Brand Image, Brand Equity, Brand Positioning and Brand-Consumer Relationship; Advertising Agency: Structure, Functions, Types and Indian Scenario; Creative Strategy: Creativity, Creativity Brief, Creating an appeal, Colour Psychology, Typography and Layout; Media Strategy: Media Characteristics, Media Selection and Scheduling.

Marketing: Definition, Concept, Objectives and Role of Advertising; Four Ps of Marketing Mix; Promotional Mix: Advertising, Publicity, Personal Selling and Sales Promotion; Market Segmentation: Geographic, Demographic, Psychological, Socio-Cultural and Behaviouristic; Consumer Behaviour and

Role of Social Psychology, Culture and Subcultures; Importance and objectives of Consumer Research, Market Research and Advertising Research; Socio-Economic Impact of New Media on Advertising; Advertising and Ethics; ASCI Code of Self Regulations; Advertising and Law.

### **ELECTRONIC MEDIA**

Evolution and Growth of Electronic Media: Radio and Television; Characteristics of various Electronic Media; Cable TV, DTH and FM; Radio vs. Television; Print vs. Electronic Media; Television vs Film. Broadcasting in USA & UK; Public vs. Commercial Broadcasting; Commercialization of Indian Electronic Media, Autonomy for Indian Electronic Media; Globalization and Indian Electronic Media; Global News Flow; Radio and Television Audience Research.

Ownership Patterns; Television Programme Strategies; Competition among various channels; Future trends; Effects of electronic media on culture and society; Violence, Vulgarity and Indecency on television. Printed word versus spoken word; Principles of writing for radio and television; Broadcasting writing techniques and styles; Script formats for radio talks, reports, features and television serials, sitcoms, documentaries, drama etc.; Preliminary, camera and final script Preparing story boards; Gathering, constructing, writing and editing of radio and TV news.

*(Practical exercises in writing for electronic media)*

### **EDITING AND EDITORIAL WRITING**

Principles of editing: Layout and design; News room : organisation and functioning; Functioning of electronic news room; Sub-editing : meaning, purpose; news desk, news flow, copy management, Role and responsibilities of News editor, Deputy news editor, Chief-sub-editor & sub-editor. Editing on computers. The editorial page, columns, articles, middle and letter to the editor; The editorial : types, importance, planning and writing; Qualities and responsibilities of the editor, Deputy editor, Assistant editor and editorial staff.

Broad contours of a Feature : Definition, Importance of features, Difference between features, articles and news; Feature writing; Types of feature : News features, Human interest features, Institutional, Narrative and Photo features Human interest features, features on environment, features on travel and tourism, etc.; Features for magazines and newspapers; Importance of features in daily newspapers and periodicals Literary journalism, Book review. Ethics of the press; Libel, defamation etc.; Code of ethics for journalists; Role of print media in a crises situation (Internal and external); Declining status of the editor; Role of business manager. Latest trends in print media.

### **RESEARCH APPLICATIONS**

The Mass Concept: The Mass Audience, Mass Media and Society, The rise of a dominant Paradigms for theory and research, Critical Paradigms, Evolution of Media Research: Major Media Research Works, Marketing Research: Definition, Scope and need Marketing Research Process, Techniques and tools of Marketing Research, Consumer Research: Meaning, Scope and Functions, Advertising Research and Campaign Development: Limitations of Research. Ethics in Research.

Research applications in Print and Electronic Media; Types of Print Media Research: Readership Research; Methodology of Readership Research: Drawing readers profiles; Item-selection studies, Reader-Nonreader studies; Circulation Research; Research applications in Electronic Media; Rating and Non-rating research; Interpreting ratings; Structural, Behavioral and cultural traditions of analysis, Writing Research Reports: Giving References, Bibliography, Use of Internet Sources for Research.

### **RADIO AND TV PRODUCTION TECHNIQUES**

Basic principles of audio production; Thinking audio; Radio programme production techniques; Formats of radio programmes; Digital Broadcasting; Introduction to Radio Studio; Types of microphones and their uses; Field and Studio recording; Production of radio news, features, magazines programme etc.; Importance of sound effects and music; Editing and mixing; Qualities of Sound and Human Voice; Voice modulation: Pitch, Tone, Pace, Pause, Emphasis, Pronunciation, various presentation styles.

Composition: Frame, Shot, Scene, Sequence, White Balance; Principles of video production; Basic TV production techniques: Idea script, Shooting script, Visualization, Voice Over, Types of camera angles, shots and movements. Imaginary Line: 30 degree, 180 degree, Rule of Third; Lighting: Key Light, Fill Light, Back Light, Background Light; Directing actual shooting; News production; Reporting for News Channel, Sound Byte, Piece to Camera, Walk Through, Packaging the News, Covering Live events, OB Van, TV News staff, duties and responsibilities; Mechanics and Dynamic of PCR, MCR. Lighting & sound; Producing documentaries & other programmes; Indoor and Outdoor shooting; Single and multi camera production; Basic editing techniques; Linear and Non-Linear Editing.

### **DEVELOPMENT COMMUNICATION**

Development: Meaning and Definitions; Social and Economic Development; Stakeholders in development; Gap between Developed and Developing societies; Theories and Paradigms of Development: Unilinear and Non-Unilinear; 5 M's of Development; The Millennium Development Goals (MDGs), Basic Needs Model by Bariloche Foundation; Economic and Social Indicators of Development: GDP/GNP, Human Development Index, Physical Quality of Life Index; Communication as an indicator of development; National and Rural Development programmes- goals, strategies, structure and achievements; UNDP and Sustainable Development Goals in India

Development Communication: Definition and Concepts; Approaches: Diffusion of Innovation, Magic Multiplier, Localized Approach; Development Support Communication: Health and Family Welfare, Women Empowerment, Literacy and Education, Water Harvesting and Management; Communication in different Indian perspectives: Communication for rural development-agriculture communication, problems of rural society, role of media in rural development; Communication for urban development- problems and impact of urbanization and population migration, pollution, global warming.; Role and importance of mass media: Print, Radio, TV, Outdoor Media, Traditional Media, Cybermedia in development communication.

### **PUBLIC RELATIONS AND CORPORATE COMMUNICATION**

Public Relations: Definition, Role and Functions; The Evolution of Public Relations; Ivy Lee and Modern Public Relations; PR Pioneers Edward Bernays and P.T Barnum; Distinguishing between Public Relations and Advertising; Public Relations Advertising; Public Relations Vs Marketing; Integrated Market Communication; The Public of Public Relations. Public Opinion and Power of Persuasion; Social Psychology and Social Influences; Community Relations objectives in PR; Public Relations and allied terms: Publicity, Propaganda, Lobbying, Public Affairs; Models of Public Relations Practice: Press Agency, Public Information and Two - way Symmetrical and Asymmetrical Communication.

Public Relations in government: Need and Objectives; PR setup in India at Central and State levels; Corporate Communications: Meaning and Functions; Corporate Branding and Corporate Identity; Internal and External Corporate Communication; Managerial Perspective of Public Relations; Crisis Communication; Corporate Social Responsibility; Corporate Communication Strategies. Media and public relations; Media Relations; News releases, video releases and press conferences, press briefings and facility visits, Bulletin boards; Media kit; public relations; Writing fundamentals; features, articles, speech writing, backgrounders etc. The spoken word and PR; New media and PR; Law and Ethics in PR Practice.

### **INTER-CULTURAL AND INTERNATIONAL COMMUNICATION**

Culture: Definition, Concept and Scope; Relationship between Culture and Communication; Different approaches to the Study of Inter-cultural communication; Cultural patterns: values, norms and perceptions. Traditional and Modern Media as Vehicles of Inter-cultural communication; Inter-cultural Communication in Cyber Space: Globalization, Localization, Globalization and Inter-Cultural Communication; Cultural collisions, clashes, shocks and assimilations; Cultural dynamism and diversity; Globalization of Culture; Role and objectives of UNESCO.

Definition and issues in International Communication: Political, economic and cultural dimensions of international communication; World-Systems Theory; Dependency Theory; Comparative Media systems, Control and Ownership of the Media; International Communication and Globalization;

Communication Technologies and Changing Media Scenario; Global Media Market International Communication in Social Media Age; Internet and International News flow: Issues and Concerns.

### **NEW MEDIA**

New Media: definition, nature and scope; Concepts: Interactive, Digital, Convergence, Ubiquity; New Media and Access; Evolution of New Media; Diffusion of Innovation and Digital Technologies; New Media and Uses and Gratification; Applications of Computers in New Media; Social Media: Definition and Scope; Social Media changing dynamics of communication and social relationships; Social Media and Search engines; Digital Divide; Digital media marketing; Ethical issues in New Media.

Globalization and New Media technologies; Emergence of Global Village; Technologies and Culture; Intercultural changes and challenges; New Media and Social Change; New Media and News flow; Online Journalism: Definition, Nature and Scope. Impact of Online Journalism on Society; Web Journalism; Mobile Journalism; Punjabi Software/Tools in New Media; Punjabi Writing: Layout/Font/Font Converter/Transliteration/Gurmukhi OCR.

### **FILM STUDIES AND FILM PRODUCTION**

Film as a medium; Commercial vs Art Cinema; Overview of world Cinema; Evolution of Indian Cinema ; New Wave Cinema; Actuality, Documentary, Docudrama and Feature Films; Film appreciation, Film Review and Film Criticism; New Trends in Indian Cinema; Changing trends in Punjabi Cinema; Films for Social Change, Impact of Hollywood on Indian Cinema; The basics of screen grammar; Thinking visually; Five c's of cinematography; Film vs. television / video / theatre; New methods and techniques of Film publicity, Film viewing: Traditional theatre and Multiplex Culture; Film Censorship.

Thinking and Conceptualizing a film; Planning and controlling the production; Significance of research in AV production process; From Idea to shooting scripts; Framing effective shots: Field of View, Headroom, Nose room and Lead room; Rack Focus, Deep Focus; Basic Principles of Shot Composition; Close Framing; Screen, Object Centering, Spot focus, Non- symmetrical Division, Horizontal plane, Imaginary Line, Rule of Thirds, 30 degree and 180 degree; Story Boards, Aspect Ratio: 4:3, 16:9 ; Make up; Visual and Sound Effects; Standard Electronic effects and Digital Video Effects; Basic Transitions: Cut Dissolve, Fade, Dissolve, Wipe, Superimposition, Chroma Key, Foley, Direction; From Script to screen; Director's roles: Director as Visualizer, Artist, Psychologist, Technical Advisor, Cameraperson and Editor, Director as Central Coordinator and Crisis Manager; Single: camera direction, Multi Camera direction.

### **GENERAL KNOWLEDGE**

Current Affair, National and International, Reasoning, General Aptitude and Current Development in Media