

Department of Journalism & Mass Communications
Punjabi University, Patiala
Syllabus for Ph.D. Entrance Test in 2023-24

Section-A

(RESEARCH METHODOLOGY)

Research: Definition and Types; Mass Communication Research: Nature and Scope ; Research Designs: Types and Purpose; Inductive Research and Deductive Research; Approaches of Research: Qualitative, Quantitative and Mixed Methods; Research Process: Nature and Elements; Formulating Research Synopsis: Selecting and Writing the Research Problem; Importance of Delimiting Research Problem, Significance of Review of Literature, Types of Source Material in Writing, Objectives of a Study, Research Questions and Hypotheses; Importance of Synopsis in the Research Study; Qualities of a Good Research; Principles of Ethically Acceptable Research Quantitative Research Design; Variables and Types; Measurement of Variables: Central Tendency, Dispersion and Skewness; Defining Surveys and Experimental Studies: Pre-Experimental Designs, Quasi Experimental, True Experimental, Single Subject Designs; Importance of Independent, Dependent and Control Variables; Content Analysis, Descriptive and Analytical surveys; Sampling Designs and its importance; Types of Sampling Designs: Probability and Non-Probability Sampling; Guidelines for making a Good Questionnaire; Qualitative Research: Focus Groups, Observation Research and Case Study; Research Report Writing: Definition, Types and Components.

SECTION- B
(SUBJECT)

INTRODUCTION TO MASS COMMUNICATION

Communication Process: Definitions, Dimensions and Components; Communication and Language; Uses and Functions of Language; Functions of Communication; Communication and Information; Four Levels of Communication: Intrapersonal Communication, Interpersonal Communication, Group Communication, Mass Communication; Verbal and Non-Verbal Communication: Functions and Categories; Intrapersonal Communication: Self and Self-Concept; Interpersonal Communication: Buber's Theory of Interpersonal Relationships; Stages in Interpersonal Relationships; Barriers to Effective Communication; Aristotle's Model of Communication and Rhetorical Triangle; Harold D Lasswell's Communication Theory (1948); Osgood and Schramm Model of Communication (1954); Shannon and Weaver's Model (1949); Gerbner's Model (1956); Theodore M Newcomb Model (1953); Westley and Maclean's Model (1957).

"Mass" concept and Emergence of Mass Society Theory ; Mass Communication: Meaning and Functions; HUB Model of Mass Communication; Theories of Direct and Indirect Influences: Hypodermic Needle Approach or Bullet Theory, Paul F. Lazarsfeld's Two-step flow Theory; Multi- step flow Theory or Diffusion of Innovation by Elihu Katz ; Cognitive Dissonance Theory of Leon Festinger ; Joseph T. Klapper's Concepts of Selective Exposure, Selective Perception and Selective Retention; Elisabeth Noelle-Neumann's Spiral of Silence Theory; George Gerbner's Cultivation Theory; Agenda Setting Theory by Max McCombs and Donald Shaw; Uses and Gratification Theory by Jay Blumler and Elihu Katz ; Walter Lippmann's Theory of Public Opinion ; Four Theories of the Press or Normative Theories: Authoritarian Theory, Libertarian or Free Press Theory, Social Responsibility Theory and Soviet Communist Theory , Democratic Participant Theory or Democratization Theory.

WRITING AND REPORTING FOR MEDIA

Reporting and Writing for the Mass Media: Basic Techniques; News: Definition, Style and Functions; Inverted Pyramid Style of News Writing and the 5Ws and 1H rule of News Writing; Structure of News: Headline, Lead, Body and Conclusion; Types of Leads; Elements of News: Impact, Prominence, Proximity, Conflict, Bizarre or Unusual and Current; News Gathering Sources: Personal Sources, Observation, Stored Sources of Information and Data Bases, Interviews, Press Briefings, Press Conferences, Meet the Press;

Specialized News Beats: Political News, Crime News, Courtroom Stories, Sports Stories, Business News, Education News, Agriculture Reporting, Rural Development Reporting, Science Reporting, Health Reporting and Environment Reporting; Interviewing: Structuring and Techniques.

Writing and Reporting for Radio and Television News: Characteristics and Story Structure; Digital Journalism; Writing and Reporting for Web; Writing and Reporting for Newspapers; The Changing Characteristics of Electronic and Print Media Newsrooms; News Reports Types: Straight News Reports and Investigative or Interpretative Reports; Hard and Soft News; Exclusive News Story or Scoop; Attribution in News Writing; Follow Ups in News; Journalistic Skills; Citizen Journalism; Ethics and Responsibilities in Journalism; Tabloid Journalism; Qualities of a Reporter; Qualities of Good Writing; Mobile Journalism; Photo Journalism.

MEDIA STRUCTURE AND MANAGEMENT

Media as an Industry and Profession; Newspaper Organisation and its important Departments: Editorial Department, Advertising Department and Circulation Department; Ownership Patterns in Media Organisations: Sole Proprietorship, Partnership, Joint Stock Companies, Trusts, Societies and Cooperatives; Transnational Media Ownership; Cross Media Ownership and Vertical Integration; Media Concentration and Conglomeration: Advantages and Disadvantages; Monopoly and Oligopoly; A Brief Overview of Private and Public Broadcasting in India; Media and Entertainment Sector in India.

Organisational Structure of a Newspaper Newsroom; Role and Responsibilities of Newsroom Functionaries; Organisational Structure of Electronic Newsroom; Role and Responsibilities of its Functionaries; Emergence of OTT Platforms; Digital Journalism Start-ups in India; Advertisements as Source of Revenue for Media Organisations; Gate keeping and Journalism.; Role and Responsibilities of Ministry of Information and Broadcasting in India; Different Wings of Ministry of Information and Broadcasting; Objectives and Main Features of Information Technology Act 2000; Intellectual Property Rights in India.

GROWTH AND DEVELOPMENT OF PRINT MEDIA IN INDIA

Invention of Paper and Printing Press; Development of Press in India; Role of Press in Freedom Struggle of India; Role of James Augustus Hickey, Raja Ram Mohan Roy, Ghosh Brothers, Mahatma Gandhi, James Silk Buckingham, Bal Gangadhar Tilak, B.G Horniman in Indian Journalism; Origin and role of Vernacular Press as an agent of Social Change; Vernacular Press Act 1878; Development and Contribution of Punjabi Press; Leading Punjabi Newspapers in Present Times: Ajit, Punjabi Tribune, Punjabi Jagran, Jag Bani, Nava Zamana, DeshSewak and Spokesman; Leading English Dailies in India: The Times of India, The Hindu, The Tribune, The Indian Express, Hindustan Times and The Telegraph; Leading Hindi Newspapers: DainikJagran, DainikBhaskar, Amar Ujala and Hindustan; Eminent Personalities of Post Independent India: Khushwant Singh, Kali Nath Ray, Sadhu Singh Hamdard, Palagummi Sainath and Kuldeep Nayyar; History of Indian News Agencies: Sanchar, PTI, Bhasha, UNI, Univarta, ANI, IANS.

Press as Fourth Estate; Registrar of Newspapers for India; Press Council of India: Objectives, Structure and Functions; Brief History of Press Laws in India leading to enactment of Press and Registration of Books Act 1867; Cinematograph Act 1952; Copyright Act 1957; Civil and Criminal Law of Defamation; Contempt of Court Act 1971; Official Secrets Act 1923; Prasar Bharti Act 1990; Cable TV Networks Regulation Act 1995; Right to Information Act 2005; Sedition Law under IPC Section 124A; Indecent Representation of Women (Prohibition) Act, 1986; Drugs and Magic Remedies (Objectionable Advertisement) Act 1954; Article 352 of the Indian Constitution declaring National Emergency and its Effects on Media; Fundamental Rights as enshrined in the Constitution of India; The Right To Freedom of Speech and Expression under Article 19(1) (a) and Restrictions under Article 19(2) of the Constitution.

ADVERTISING

Advertising: Definition, Functions, Types and Evolution; History of Indian Advertising; Theories of Advertising: Starch Model, AIDA, DAGMAR Model; Understanding Theory of Cognitive Dissonance and Maslow's Hierarchy of Needs Model in context of Advertising; 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 Behavioristic; Consumer Behavior and Role of Social Psychology, Culture and Subcultures; Importance and Objectives of Consumer Research, Market Research and Advertising Research; Socio-Economic Impact of Advertising; New Media and Advertising; Advertising and Ethics; ASCI Code of Self Regulations; Advertising and Law.

ELECTRONIC MEDIA

Electronic Media: Meaning, Characteristics and Types; Radio and Television as Hot and Cool Media; Understanding Role of Electronic Media in Mass Communication in Lasswell and Wright's Perspectives: Surveillance of the Environment, Correlation of Parts of Society, Cultural Transmission and Entertainment; History of Radio and Television in India; PrasarBharati: Mission & Objectives; AIR Services: External Services Division, FM Services, VividhBharati Service; A Brief Overview of Doordarshan Networking; Media Convergence and Multimedia Advantages; Public and Private Broadcasting in India; Community Radio: Concept and Scope; Social Marketing Theory and Broadcasting ; Digital Technology Trends: Video Streaming & OTT, Video on Demand and Digital Radio & Television.

Spoken Word and Formats of Radio Programs: Announcements, Radio Talks, Radio Interviews, Radio Discussions, Radio Documentary, Radio Drama, Running Commentaries, Radio Magazine, Phone-in Programs, Radio Bridge and Radio News; Importance of Music and Sound Effects in Radio; Television Program Strategies; Writing for Radio and Television: Techniques and Differences; Various Formats of TV Programs: Non -Fictional and Fictional; Narrowcasting vs Broadcasting; Television Content and Concerns; AIR Broadcast Code; Indian Broadcasting Foundation and BCCC; Importance of Audience Research in Broadcasting; Role of Electronic Media in Socio-economic Development; Key Terms: Sign off, Rundown, Promo, News Package, Ticker, Cutaway, Aston, Location Bug.

EDITING AND EDITORIAL WRITING

Editing: Nature, Need, Principles and Objectives; Ethics, Ethos and Aesthetics of Editing; News Editing Techniques; Stages of Production; Fundamentals of Audio Editing: Frequency, Noise, Balanced and Unbalanced Audio; Audio Formats: MP3, M43, M4A, AIFF; Audio Editing Process; Hardware and Software Tools for Audio Editing; Video Editing: Acquisition, Visual Effects and other Effects; Video Editing with Sound and Music; Color Grading: Hue, Brightness, Saturation and Rendering; Exporting and Publishing to Media Formats; Role and Responsibilities of Non-Linear Editor.

Structure of Editorial: Intro, Lead and Body; Types of Editorials: Interpretative, Persuasive, Criticism and Appreciation; Editorial Writing Process: Selecting a topic, Pre-Writing a draft, Editing the draft, Finalizing the copy; Functions of Editorial: Explaining the News Event, Filling the Knowledge Gap, Forecasting Future, Moral Judgement; Characteristics of Good Editorial; Importance of Editorial Page and Op-ed Page; Contents of Editorial Page: Editorials, Articles, Middle and Letters To Editor; Role and Responsibilities of Editor, Deputy Editor, Assistant Editor and Editorial Staff; Key Terms: Sub-Editing, Front Page Editorial, Classified Display, Syndicated Column, Gutter Space.

RESEARCH APPLICATIONS

Worldviews in Research: Positivism, Critical Rationalism, Interpretative Paradigm, Constructionism; Philosophical Worldviews: Positivist, Constructivist, Transformative, Pragmatic; Milestones in Media Research: Payne Fund Studies, Invasion from Mars, People's Choice Study, Grounded Theory, Inductive and Deductive Research; Marketing Research: Definition, Scope and Importance; Marketing Research Process :Techniques and Tools ;Consumer Research: Meaning, Scope and Functions; Advertising Research: Definition, Scope and Importance.

Types of Print Media Research: Readership Research and Circulation Research; Methodology of Readership Research: Drawing Readers Profiles, Item-Selection Studies, Reader-Nonreader studies; Research Applications in Electronic Media: Rating and Non-rating Research; Radio Rating Research: Systematic Recall, Dairies, Interviews, Recording Devices; Television Rating Research: Questionnaire, Interviews, People's Meters, TRP Ratings ;Writing Research Reports: Giving References, Bibliography, Use of Internet Sources for Research; Ethical issues in Social Research.

PAPER-X: RADIO AND TV PRODUCTION TECHNIQUES

Basic Principles of Audio Production; Thinking Audio; Radio Program Production Techniques; Formats of Radio Programs; Digital Broadcasting; Introduction to Radio Studio: Types of Microphones and their uses, Audio Console, Recorders; Field and Studio Recording; Production of Radio News, Feature, Magazine Program, Talk Show, Radio Interview; Editing and Mixing; Importance of Sound Effects and Music; Anchoring and News Reading Skills; Qualities of Sound and Human Voice; Voice Modulation: Pitch, Tone, Pace, Pause, Emphasis, Pronunciation;Composition: Frame, Shot, Scene, Sequence; Principles of Composition: Rule of Thirds, Leadroom, Looking Space, Headroom;Television Studio Set up; Video Production Stages: Pre-Production, Production, Post Production; Basic Television Production Techniques: Single Camera Production and Multiple Camera Production; Indoor and Outdoor Shooting.

Scripting: Idea Script, Shooting Script, Visualization; White Balance, 180 degree, 30 degree; Types of Camera Angles, Shots and Movements; Television News Staff Duties and Responsibilities; Qualities and Role of TV News Anchor; News Production: Reporting for News Channel, Sound Bite, Piece to Camera, Packaging the News, Covering Live Events, Run Order; Latest Trends in TV News Bulletin Production; Live News Production: Solo Live Streaming, OB Van; Mechanics and Dynamics of PCR and MCR; Three-point Lighting: Key Light, Fill Light, Back Light; Producing Discussion Programs, Debates, Interviews, Documentaries and Special Programs; Basic Video Editing Techniques and Tools; Non-Linear Editing Software; Mobile Journalism: Concept, Importance and Scope; Ethics and Responsibilities of News Reporter and Anchor.

DEVELOPMENT COMMUNICATION

Development: Meaning, Definition and Characteristics; Human Development: Dimensions and Indicators; Human Needs and Abraham Maslow's Hierarchy of Needs Model; Economic Growth: Meaning and Characteristics; W.W. Rostow and the Stages of Economic Growth; Barriers to Economic Growth; Importance of Social and Economic Development; Gap between Developed and Developing Societies; Sustainable Development: Meaning, Definition, Objectives and Challenges ; Three Pillars of Sustainable Development: Economy, Environment and Society; The Millennium Development Goals (MDGs); Economic and Social Indicators of Development: GDP/GNP, Human Development Index, Physical Quality of Life Index; Equitable Development; UNDP and Sustainable Development Goals in India.

Development Communication: Meaning, Philosophy and Goals; Bretton Woods School of Development Communication and Marshall Plan;Modernization Theory or Dominant Paradigm of Development; Dependency Theory of Development;Everett M. Rogers' Diffusion of Innovation Theory (1964);Wilbur Schramm's Magic Multiplier Theory; Participatory Communication; Communication Strategies for Rural Development; Role of Media in Rural Development; Agriculture Development Communication; Water Harvesting and Management; Goals and Objectives of NRHM;Communication for Women Empowerment;Importance of Literacy and Education;Urban Development and Urbanization Problems; Environment Development: Need and Importance; Problems of Pollution; Global Warming: Causes and Concerns; The Paris Agreement; Role and Importance of Mass Media 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 Vs Marketing; Integrated Market Communication; Internal and External Publics in Public Relations; Public Opinion and Power of Persuasion; Perception Management and Reputation Management; Social Marketing Theory; Social Psychology and Social Influences; Public Relations and Propaganda; Public Relations and Lobbying; Public Affairs: Meaning and Importance; Models of Public Relations Practice: Press Agency, Public Information and Two - way Symmetrical and Asymmetrical Communication.

Government Public Relations : Need and Objectives; Government PR Practices in India at Central and State levels; Corporate Communications: Meaning and Functions, Strategies and Barriers; Corporate Branding and Corporate Identity; Internal and External Corporate Communication; Managerial Perspective of Public Relations; Crisis Communication: Need and Importance; Corporate Social Responsibility; Commercial Marketing vs Social Marketing; PR Tools and Techniques: Press releases, Newsletters, Brochures and Catalogues, Press Conferences, Press Briefings , Social Media Marketing, Media Relations, Facility Visits, Bulletin Boards and Media Kit; Public Relations and Event Management; Role of Media in Public Relations; Public Relations Writing Basics; Good PR Skills; The Spoken Word and PR; New Media Technologies and PR; Understanding Law and Ethics in PR Practice.

INTER-CULTURAL AND INTERNATIONAL COMMUNICATION

Culture: Meaning and Importance; Surface Culture and Deep Culture; Edward T Hall's Cultural Iceberg Model; Cultural Identity and Regulators: Nation, Religion, Family, Gender, Race and History; Cultural Patterns: Beliefs, Values, Norms and Perceptions ; Significance of Cultural Heritage; Key Concepts in Cultural Studies: Cultural Anthropology, Cultural Imperialism, Popular Culture, Acculturation, Ethnocentrism and Cultural Relativism; Diaspora and Biculturalism; Cultural Dynamism and Cultural Diversity in Globalized World ; Melting Pot and Salad Bowl Theories of Multiculturalism; Relationship between Culture and Communication; Traditional and Modern Media as Vehicles of Inter-Cultural Communication; Key Terms: Cultural Assimilation, Cultural Collisions, Cultural Clashes ,Cultural Shocks, Cultural Stereotypes and Media Orientalism.

International Communication: Meaning, Definition and Scope; Geographic, Political, Economic and Cultural Dimensions of International Communication; Global North and Global South; World-Systems Theory; Dependency Theory; Media Globalization and International Communication ; Global Journalism and International News Agencies: Reuters, Agence France-Presse (AFP) and Associated Press (AP); International Communication in Social Media Age; New Media Technologies: Problems and Promises in Intercultural and International Communication; Media Globalization Implications: Media Imperialism, Digital Colonialism and Data Colonialism; Need and Importance of International Cooperation; Role and Objectives of UNESCO in Safeguarding Culture and Heritage.

NEW MEDIA

New Media: Definition, Nature and Scope; Concepts: Interactive, Digital, User- Friendly, Convergence, Ubiquity; New Media and Access; Evolution of New Media; Diffusion of Innovation and Digital Technologies; New Media and Uses and Gratification Theory ; Convergence of Media Technology: Level of Convergence; Information Superhighway and New Communication Patterns; Applications of Computers in New Media; Social Media: Definition and Scope; Social Media: Changing Dynamics of Communication and Social Relationships; Online Journalism: Definition, Nature and Scope ; Impact of Online Journalism on Society; Web Journalism; Mobile Journalism; Online Journalism Vs Traditional Journalism; Power of You Tube; Digital Divide

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; Future of Mass Media with New Media Technologies; OTTs Vs Television ; New Media Changing News Consumption Pattern; Difference between New Media and Old Media; Information Technology Rules 2021: Guidelines for Social Media and OTT Platforms; Digital Media Marketing; Ethical Issues in New Media; Punjabi Software/Tools in New Media; Regional Language and Internet; Punjabi Writing: Layout/Font; Unicode and Non Unicode; 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; 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/OTTs; 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 and 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, Wipe, Superimposition, Chroma Key and Foley; Direction: From Script to Screen; Director's Role: Director as Visualizer, Artist, Psychologist, Technical Advisor, Cameraperson, Editor, Central Coordinator and Crisis Manager; Single Camera Direction; Multi Camera Direction.

Data Journalism

New age media and Virtual Environments; Claude E. Shannon and Information Theory: Quantifying Information; Data, Data Science and Data Analytics: Meaning and Importance; Applications of Data Science; Data Journalism : Definition, Concept, Purpose and Importance; Big Data: Definition and Types (Structured, Unstructured and Semi-structured), 5Vs of Big Data: Volume, Velocity Variety, Variability and Veracity; Data Journalism classification: Investigative Data Journalism and General Data Journalism.

Data -driven Journalism Process: Data Mining, Cleaning and Filtering, Visualization , Storytelling and Publishing, Distribution, Measurements; Data Journalism Presentation Formats: Written Communication, Storytelling and Infographics, Interactives; Introduction to various Proprietary/Open Source Software or tools used in Industry for Data Journalism and its Applications; New Trends in Data Journalism; Importance of Data Journalism for News Organizations; Data Analytics; Ethical aspects of Data Journalism; Misinformation and Disinformation.