

M.Phil/Ph.D Entrance Syllabus-2014

Mass Communication & Journalism,
Approved by the Departmental Research Committee held on 7/07/2014

Unit I:

- Nature and Process of Mass Communication; Types and Barriers in Communication
- Models of Mass Communication-Shannon and Weaver, Lasswell, Berlo's, Osgood, Gerbner, Newcomb, Westley-Mclean
- Theories of Mass Communication- Powerful effects, Limited effects, Cultural effects and Dependency theory
- Development Communication-Concept, Philosophy, Approaches
- Models: Lerner, Roger, Schramm, Nair-White
- Various forms of writing-Essays, Short Stories, Poetry and Book Review
- Features-definition and structure
- Middles, Special Articles, Profiles

Unit II:

- Hard News, Soft News
- Values, Sources
- Interpretative Reporting, Investigative Reporting
- Headlines- Purpose and Types
- News Interviews
- Beat Reporting and Specialized Reporting- Science, Sports, Human Rights, Health, Gender, Crime, Courts, Conflict, Environment, Business
- Rewriting Stories-Lead, Body, Paragraphing
- Newspaper Terminology
- Newspaper Organization
- Editorials- Purpose & types
- Ethical issues related to Media

Unit III:

- Communication Research- Steps involved in conducting research from conception to presentation
- Research Design
- Methods of Data Collection(case study, experimental method, content analysis) and Qualitative method
- Instruments of Data collection-Primary & Secondary sources, Questionnaire, Interview Schedule, Diary Method, Field notes
- Formative and Summative Research
- TRP -importance & techniques
- Code of Cable Television Regulation Act
- Code for News from AIR & DD
- Film Censorship

Unit IV:

- Contemporary International Communication Scenario-Political, Economic and Cultural Dimensions of International Communication
- Cultural Imperialism-Criticism
- Issues of Cultural identities
- A critique of Western News Values
- Impact of ICT's on News Flow
- Information Super highways
- NWICO
- Diplomacy
- Propaganda -Types and Strategies
- Media and its Audiences
- Growth & Emergence of Media in Kashmir