

Paper II

Total Marks: 100

Ph.D. Coursework Examination Syllabus (Journalism)

UNIT-1	Introduction to Journalism and Mass Communication
<p>Concept of Journalism and mass communication; Media Literacy: Meaning and Significance; Role of media in society; Information and knowledge societies; Development Communication. Mass communication in India: History, growth, and development of print and electronic media; Major landmarks in print and electronic media in Indian languages. Media education in India; Changes in Indian Media Industry post liberalization. Global communication system & policies.</p>	
UNIT-2	Theories and Paradigms in Communication
<p>Communication Models; Dominant paradigms in Mass Communication; Responses and critique of dominant models; Mass Media Perception Theories. Paradigms and discourse of development communication; Public sphere Model; Communication design theories and practice; Effects of new technology on global communication flows. Theories and models of communication in advertising; Film and television theory; the dominant film paradigm. Schools of thought in Media Research, Indian traditions and approaches to communication; Western and Eastern philosophical, ethical, and aesthetic perceptions of communication.</p>	
UNIT-3	Specialized Practices
<p>News: concept, structure, and perspectives; News Reporting & Editing; National and international news agencies. Advertising: definition, concept, functions, types, and evolution in India; Advertising agency: role, structure, and function; Advertising campaign; Marketing research; Public Relations and Corporate Communication - definition, structure, and techniques; Crisis communication; Corporate Social Responsibility; Communication Audit. Media production techniques – print, electronic and digital; Computer-mediated communication & ICT; Social networking; Mobile adaption and new generation telephony; e-governance; Animation - concepts and techniques. Film language and aesthetics; Approaches to analysis of Visual Communication; Major Cinema Movements in the World; Leading film directors of India: before and after Independence; Commercial and 'non-commercial' genres.</p>	
UNIT-4	Laws, Ethics and Regulations
<p>Ethics of news reporting; Ethics in Advertising and Public Relations; Ethics and New Media; Film Censorship and Certification. Media policies of the Government of India since Independence; Social reformers of India; Freedom of Speech and Expression; Parliamentary Privileges; Cyber Laws; Defamation laws. Right to Information Act 2005; Copyright Act 1957; Press and Registration of Books Act 1867; Law of Obscenity (Section 292-294 of IPC); the Miller test, the Hicklin test, Indecent Representation of Women (Prohibition) Act 1986; Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989; Cable Television Network (Regulation) Act 1995; Information Technology Act (relevant) 2000; Cinematograph Act 1952; Press Council Act as amended from time to time. Various regulatory bodies for print, TV, Advertising, PR, and the Internet.</p>	

UNIT-5	Media and Communication Research (MCR)
<p>MCR: definition, process, and approaches; Tools and sampling design. Research Designs in journalism, Public Relations, advertising, cinema, animation and graphics, television, Internet, social media practices, magazines, and children's media. Media-specific methods such as exit polls, opinion polls, telephone, SMS surveys, and voting with regard to GEC (general entertainment content); Statistical and Content Analysis for MCR. Ethical considerations in communication, media and journalism research; Writing Investigative Reports; Mixed Method studies.</p>	