

## **Ph. D. Entrance Syllabus**

### **Definition & Concept of Communication**

- Elements of Communication
- Functions of Communication
- Communication and Socialization

### **Forms of Communication**

Intrapersonal Communication

Interpersonal Communication

Small Group Communication

Public Communication

Mass Communication

Non verbal Communication

Verbal Communication

### **Communication: Group, Public, Audience, Mass**

Definitions of Mass Communication

Nature & Scope of Mass Communication

Features of Mass Communication

Characteristic features of the audience of Mass Media

### **Models of Communication**

SMR Model, SMCR Model, Shanon & Weaver Model, Laswell's Model, Osgood's Model, Dance's Model  
Schramm's Model, Newcomb's Model, Convergent Model, Gatekeeping Model, Westley and Mclean's  
conceptual Model

Backer's Mosaic Model, Bornlund's Transactional Model,

### **Theories of Mass Communication**

Media Effects Theories

Magic bullet, Minimal effect, Agenda setting, Cultivation theory, Two step flow theory

Multistep flow theory, Dependency theory, Diffusion of innovations theory

User and gratification theory, Spiral of silence, Cognitive dissonance

Limitations of Mass Communication

Demassification, Demystification, Decentralization, Future trends in Mass Communication

### **Development: Concept, Paradigm**

Role of Mass Communication in Development, Development & Social Marketing, Developing Societies

Indian Experiences of Development Communication & Social Marketing

### **Media Systems**

Authoritarian, Libertarian, Socialistic, Social responsibility, Development Media Theory, Participatory  
Media System

Signal generation & Transmission

Microwave links, Terrestrial transmission

Optical Fiber, Wireless & Advance Telephony

AM & FM transmission, Radio Broadcasting,

Satellite: History, types & functions

Cable TV transmission, DTH, Digital transmission

Elements of Design

Principles of design (design syntax)

Type and typefaces Choosing types in design layout, Layout Composing methods

Desktop publishing

Visual copy of reproduction, Color and production aspects, Printing paper Costing and estimating

### **Introduction to various type of print publication**

Leaflets, Booklets, Brochures, Newspaper, Posters, Books, Folders, Packages

### **Still Photography: Origin and History**

Camera parts and type of Cameras

Photographic techniques-Exposing, Developing and Printing

Black and White Photography

Color Photography

Special Photographic Techniques

### **Introduction to Audio Visual Production**

Basics of Audio Recording, Sound & Slide Productions

Recording various audio programmes, Handling video camera

Definition, role, function, scope & importance of communication research . Social science Research and communication Research, Communication research and Media Research  
Basics and applied research

Research Design , Experimental, semi-experimental, bench mark, Longitudinal studies, simulation, panel studies, empirical studies

Methods of Communication Research

Census method, Random sample survey method, Observation method. Case studies, Clinical studies, Content analysis

Sampling techniques questionnaire Purpose, preparation, and administration, Types of questions, pre-coded questionnaire, interview guide

Primary, secondary and tertiary sources

Preparation of code book & coding

Tabulation, analysis & interpreting

Variables, independent & dependents Hypothesis

Statistical analysis in communication research

Mean, Median, Mode, Standard deviation, chi square test

Evaluation feedback, Feed forward, Media habits, Public surveys,

Pre election studies and exit polls.

Report writing  
Research as tools of reporting

Freedom of speech & expression, Article 19 1 (a) & (2) Reasonable Restrictions

- Right To Information
- Laws of Defamation
- Contempt of Court
- Contempt of Legislature
- Official Secrets act
- Press and Books Registration act
- Copy Right act
- First Press commission and second Press Commission, Press council of India.
- Broadcasting code for News for Air & DD
- Broadcasting for advertising for air & DD
- Cable TV regulations Act
- Cinematograph Act
- Prasar Bharati Act
- Film Censorship
- Report of various Committees and Commissions dealing with electronic media in India
  - i. Verghese committee, ii. Chanda Committee iii. Joshi committee
  
- Code of Conduct for journalist, Self Regulation & censorship

Code of Ethics for advertising in India by Advertising Council of India

DAVP's Code of advertising

Basics of Radio writing  
Characteristics of Radio as a medium

Programme composition of AIR, Private FM channels & Community Radio  
Radio genres: News, News reel, Documentaries, Drama, Feature, Talk, Interview  
Writing for an audience specific program (for child, women, farmer etc.)  
Introduction to Recording and editing sound

### **Writing for Television**

Characteristics of Television as a medium

Television genres: News, News features, Documentaries, Interviews, Discussions & Debates, Talk shows,  
Content development for audience specific program  
Visual Grammar – Camera Movement, Types of Shots, Focusing

Basics of a Camera

### **Writing for Advertising**

Introduction to advertising

Concept of copy writing

Idea generation and transforming ideas into copy

Copy platform

Copy parts: Headline, Sub/Pre-head, Body Copy, Tagline/Punch line, Logo, Legal & Mandatories

Appeals in advertising

Writing for screen ads vs. writing for print ads  
Audience/Viewers/Target Group analysis

### **Print Media**

- Organizational structure of newspaper and management
- Ownership and control of newspaper
- Economics of Production of newspaper and magazines
- Managing internet edition of a newspaper
- Newsprint policy

### **Electronic media**

- Administrative structure of Prasar Bharti & Private Channels
- Ownership and control of Radio and TV
- Economics of Producing programmes for Radio and TV
- Cinema Industry in India: structure, organization and economics

### **Advertising Agency**

Structure and functions of Ad Agencies

- Ad Agency Commission system
- Budgeting Ad Campaign
- Empanelling of Ad Agency
- Interface of various departments of an Ad Agency
- **PR Department Agencies**  
Structure and functions of PR Departments
- Consulting Agencies
- PR Campaign and Budgeting
- Empanelling of PR consultancies
- Functioning of PR Departments in Corporate Sectors

### **Concept and Definition of News**

- Source of News
- Types of News
- News and Views
- Methods and techniques of News gathering
- Structure of a News Report
- Techniques of News Writing: straight, quoting, paraphrasing, Interpretation, comment, analysis
- Types of reporting: Political, Economic, Crime, Science, Sports, Culture, Legislature, Judicial  
Disaster, Accident, Travelogue, Obituary, Conference, Seminar, human Interest, Environmental Health,  
Investigative, Interpretative, Developing- Follow Up
- News Agency Reporting
- Review & Criticism: Books, films ,T V Programmes, Theatre, Art exhibition
- Cartoons, caricatures, illustrations in newspapers/magazines
- Participatory journalism - role of receivers, citizens' journalism
- Media activism – issues of privacy, social responsibility and ethics

- Trial by media – debate on benefits and dangers
- Investigative journalism – contemporary trends, sting operations
- Journalism and democracy
- Journalism and development
- Objectivity in Reporting Yellow Journalism & check book Journalism
- Changing Trends in Reporting
- Precision journalism
- Basis of Editing
- Role of Sub editor
- Role of News Editor
- Editorial Policy
- Editing News Stories, News Agency Copy, Filed Stories
  
- Editing Features& Articles
- Photo Editing: Choice of Picture, Cropping, and Caption writing
- Editorial writing
- News Analysis, Columns
- Difference between newspaper and magazine journalism
  
- Types of headlines and headline writing
- Headlining – characteristics/features, types/ patterns
- Rules/principles of headline writing
- Changing trend of headline writing – influence of other media
- Making the page

Writing news contents for cyber media

- Writing non-news contents for cyber media
- Writing of blogs/opinion articles
- Writing news for mobile phones
- Writing non-news contents for mobile phones

### **Science and Technology**

- Industrial revolution
- Laser technology
- Computers
- Satellites, INSAT series
- Optical fiber
- Internet
- Telecom technology- E-mail, Pagers, Cellular phones
- Multimedia

### **Environment and Ecology**

- Ecosystem, Food chain
- Air, Water, Noise pollution
- Green House Effects, Acid Rain
- Green Peace Movement
- Rio Earth Summit
- Nuclear Waste
- Non-Conventional sources of energy

### **World Bodies and Organizations**

UN, UNESCO, UNICEF, WHO, Security Council, International Court of Justice,  
----, NPT, CTBT, EEC, OPEC

### **Regional Bodies**

NATO, G-15, G-7, SAARC, ASEAN, NAM, Commonwealth

### **Conceiving, planning and launching of new radio and TV programme**

- Pre launching research and marketing
- New test marketing and actual launch; case studies
- New equipments and techniques in radio and TV programme and transmission
- Capturing audience and programme marketing
- Different strategies for revenue generation through programming
- Introduction to information campaign
- Campaign planning
- Appraisal and analysis for a campaign
- Setting Campaign objectives
- Target Group analysis
- Creative strategy
- Copy writing and art work
- Media structure, media options and media selection
- Budgeting
- Special campaign: political campaign analysis and management, Image/brand building through political campaigns
- Developing Marketing Strategy: SWOT analysis, Strategic Planning
- Evaluation, Feedback and Analysis of the campaign

### **Communication Skills**

- Essentials of Communication Skills
- Small group communication techniques, group discussion etc.
- Public speaking techniques
- Body language- verbal & non verbal cues
- Interviews- kinds of interview as interviewee & interviewer
- Dress Codes
- Workshops
- Mock interviews
- Group Discussion
- JAM Session

### **Study Skills**

- How to improve your reading
- Making Notes

### **Written Communication**

- Content
- Structure
- Drafting a letter, reports, minutes, memos & notices

### **Presentation Communication**

- Pre presentation preparation
- Presentation Skills
- Post presentation follow up
- Presentation aids
  - a) Audio aids
  - b) Visual aids
  - c) Audio-video aids
  - d) Printed aids

- Computer aided presentation & use of power point
- Meetings: Convening, presentation, managing- post meeting follow ups, Organizing Meeting manners, Presiding over a meeting- participating in a meeting

**Written Presentation**

Language of writing, Preparation of CV/Resume, Official correspondence & report Writing.