

**University of Mysore**  
**Syllabus for Ph.D. Entrance Exam**  
**COMMUNICATION AND JOURNALISM**

**Unit-I: Introduction to Communication and Journalism**

- a) Origin, growth and development of communications media – print, film, radio and television
- b) Communication Theories – Four Theories of Press and other Theories
- c) Fundamentals of Communication – Definition, Nature, Scope, Types and Functions
- d) Communication Models
- e) Fundamentals of Journalism – Definition, Nature, Scope and Functions

**Unit-II: Media Management**

- a) Fundamentals of Management – Definition, Nature, Scope, Principles and Significance
- b) Types of Media Ownership – Print and Electronic
- c) Organisational Structure, Different Departments and Functions of News Papers, Radio and Television
- d) Basics of Newspaper Circulation Management
- e) Economics of Media

**Unit-III: Media Laws and Ethics**

- a) Salient Features of Indian Constitution – Preamble, Directive Principles of State Policy, Fundamental Rights and Duties
- b) Freedom of Speech and Expression in India
- c) Major Media Laws of India
- d) Press Council of India and Press Commissions
- e) Media Ethics and Code of Conduct for Media Professionals

**Unit-IV: Advertising and Public Relations**

- a) Fundamentals of Advertising – Concept, Nature, Scope, Types, Functions and Significance
- b) Fundamentals of Public Relations – Concept, Nature, Scope, Types, Functions and Significance
- c) Advertising Agency – Structure, Resources, Functions and Significance
- d) Public Relations Management – Types of Publics and Art of Management of Different Public Relations (Investor Relations, Employee Relations, Supplier Relations, Distributor Relations, Customer Relations, Media Relations, Government Relations, Community Relations etc.
- e) Corporate Communication – Role of Communication in Corporate Houses, Corporate Communication Principles and Practices

## **Unit V: Communication Research**

- a) Fundamentals of Communication Research – Meaning, Nature, Significance and Functions
- b) The Process of Media Research – Defining Research Problem, Review of Literature, Research Design, Primary Data Collection, Statistical Analysis, Results and Discussion, Testing of Hypothesis, Drawing of Inferences etc.
- c) Types of Media Research – Historical Research, Survey Research, Content Analysis, Experimental Research, Observation, Case Study, Ratings Research, Non-Ratings Research
- d) Data Collection and Analysis Procedures, SPSS
- e) Principles and Techniques of Writing Research Report

## **Unit VI: Media and Current Affairs**

- a) Media and Human Rights
- b) Media and Gender Issues
- c) Media and Social Justice
- d) Media and Globalisation
- e) News and Analysis of Current Issues

## **Unit VII: Intercultural and International Communications**

- a) Cultural Aspects – Definition, Value System, Eastern and Western Perspectives
- b) Inter-Cultural Communication – Definition, Nature, Process, Philosophical and Functional Dimensions
- c) International Communication – Definition, Nature, Scope, Significance and Recent Trends
- d) International Communication Agencies – McBride Commission, NAM Summit, SAARC and Cultural Imperialism
- e) Media as Cultural Industry, Communication Policies and World Communication Order, Communication in Balances

## **Unit VIII: Media Production**

- a) Writing for Print Media – Principles and Techniques
- b) Writing for Electronic Media – Principles and Techniques
- c) News Papers and Magazine Production
- d) Programme Production for Radio and Television
- e) Production of Multi-Media Contents

## **Unit IX: Reporting and Editing**

- a) Qualifications, Duties and Responsibilities of Journalists
- b) Principles and Practices of Editing and Designing
- c) Basics of News – Concept, Elements, News Sources, Structure of News, Principles of News Writing

- d) Feature Writing – Concept, Sources, Types and Feature Writing Techniques
- e) Specialised Reporting – Development Reporting, Business Reporting, Political Reporting, Legislative Reporting, Judicial Reporting, Social Reporting and Sports Reporting

**Unit X: New Media**

- a) New Media – Definition, Nature, Scope and Significance
- b) Information Society – Definition, Nature, Scope and Significance
- c) Types of New Media – Computer, Internet, E-mail, Mobile Phone, Video Streaming, Video Conferencing etc.
- c) Web Designing – Concept, Nature, Scope, Web Language, Presentation, Multi-Media Production
- d) Cyber Laws and Ethics