

Dept of Mass Communication, Telangana University, Nizamabad.

Syllabus for Ph.D. Eligibility Entrance Test

- The test aims at examining the aptitude of a candidate and suitability to do research in Mass Communication. Hence the following syllabus is proposed for the test.
- **Communication Theories:** Communication concepts, theories (-Effects, Critical, Cultivation, Marxist, Normative, Agenda-Setting, Diffusion of Innovations, Uses and Gratifications, theories etc) models, historical understanding of media with reference to India and International Communication in the context of globalization and cultural imperialism, International Communication organizations.
- **Broadcasting:** Broadcasting systems, Public service broadcasting, DD, AIR, growth of private TV and radio channels, trends, policy issues, regulatory mechanisms, globalization, cultural issues, development issues, and gender issues, ethical and political issues, Indian Broadcasting Association (IBA).
- **Communication Research:** Types of research, steps in research process, Communication research methodology-proposal writing, content analysis, survey, sampling techniques, qualitative methods, case study, experimental research, ratings research; formative, process and summative research, statistical analysis including various tests and report writing, Online research, Research in different areas of communication-print, broadcasting, advertising, PR, and ICTs.
- **Development Communication:** Trends in development communication, experiences and case studies at national and international level, Theories and models of development communication, human development, development indices, sustainable development, traditional folk media, community radio, role of NGOs in development and health communication.
- **Committees:** Reports of various committees and commissions on communication/media related issues and their impact.
- **New Media:** New media technologies and their impact on various fields in society, digital divide, blogging, podcast, online journalism, pornography and cyber law.
- **Advertising and Public Relations:** Advertising industry in India and world, marketing research; social, economic and cultural impact of advertising on Indians society and internet advertising, Public Relations: Changing trends in public relations, experiences and case studies of corporate communications, Corporate communication-principles, practices and trends, Organizational communication, case studies.

- **Media Laws and Ethics:** Various provisions relating to media in Indian Constitution, Acts, Ordinances and IPC sections relating to media. Right to Information Act, Press Council and ethics of journalism.
- **Editing and Reporting:** Editing techniques and practices, principles of design, printing processes, trends in newspapers and magazines, readership surveys, ownership patterns, cross media ownership, media and various social, political and cultural movements. Reporting: Agriculture, poverty, health, environment, science & technology, defence, industry.
- **Telugu Journalism:** History and evolution of Telugu Journalism, Growth of Telugu media, present trends in Telugu media, use of technology, district tabloids, special pages, supplements, and icons of Telugu Journalism.