

DEPARTMENT OF MASS COMMUNICATION

FACULTY OF SOCIAL SCIENCES

A.M.U., ALIGARH

Syllabus for Ph.D Admission Test: 2022-23 onwards

Section B

Principles of Mass Communication

Nature and process of human communication, functions of communication, verbal and nonverbal communication, intra-personal communication, small group, public and mass communication.

Models: SMCR, Shannon and Weaver, Lasswell, Osgood, Newcomb, Westley -Maclean & HUB Nature, and process of mass communication, characteristics of audiences.

Theories of communication: Hypodermic Needle, Two-Step/Multi-Step Flow Theory, Selective Attention, Selective Perception, Selective Retention, Cultivation Theory, Gate-keeping Function, Uses and Gratifications, Agenda Setting, Diffusion Of Innovations, Spiral of Silence.

Media systems and theories: authoritarian, libertarian, soviet-socialist, social-responsibility, development, participatory. Mass media public opinion and democracy.

Media culture and its production. Media content, market-driven media content - effects& infotainment.

Critical Theory

Development of Media

Early efforts to publish newspapers in India; Origin and growth of the Indian language press-contributions of Raja Ram Mohan Roy and Sir Syed Ahmed Khan; Indian press and freedom movement-Mahatma Gandhi and his journalism; Indian press after independence-Growth, dominant trends, Role in addressing social, economic and political issues.

Genesis and growth of radio broadcasting: Origin and growth of Radio broadcasting as a medium of mass communication in India (pre-independent, post-independent, and liberalised era);

Origin and growth of television in India; Recommendations of the Joshi working group; Growth of Cable & Satellite Television and DTH services; Broadcast autonomy and Prashaar Bharati.

Origin and Growth of cinema in pre-independent India-silent Era and Talky Films; Growth of Indian cinema after independence-dominant trends; The Growth of Indian Documentary and Parallel cinema. Indian folk media-form, contents, and characteristics; Folk media in an age of electronic communication. Growth of new media - technology milestones.

Reporting

Introduction to reporting; definition of news; elements of news, sources of news; structure of news: Inverted pyramid and alternative forms; Writing leads; different types of leads; news gathering methods.

Kinds of reporting: objective, interpretative, investigative, development and in-depth; covering different beats: crime, weather, speech, accident, disaster, conflicts, and obituary.

Feature and column writing; kinds of features; specialized reporting - Science, Sports, education, politics, economic, legislature, court, elections, gender and allied areas; reporting for magazines.

Editing

Editing: Meaning, symbols, tools, lead, body, paragraphing. Standfast.

Headlines - Technique, style, kinds of headlines. Dummy page make-up, layout. Principles of photo editing

Magazine editing, layout, graphics. Editorial, feature and article writing

Advertising

Definition of advertising - relevance of advertising in the marketing mix - classification of advertising - various media for advertising, socio-economic effects of advertising.

Ad agency management, organization and staff functions of ad agency: (account planning, account servicing, creative, media planning, HRD, etc.), agency revenue earning and sources, ASCI codes of advertising.

Defining creativity, stages in the creative process, creative brief, advertising appeals, language, kinds of layout (Thumb nail, rough and comprehensive) kinds of copy, advertising campaigns.

Graphics: design principles, use of colour in design.

Media planning, media strategies, budgeting and presentation to client. Brand Management: definition, concepts and evolution of brand management

Advertising research: scope and objectives - research as a decision-making tool. Market research and advertising research - types of research: target marketing research, positioning research - pre-test research, post-test research, audience research.

Corporate Communication

Public relations-Concepts and definitions; Origin and evolution of public relations and Corporate Communication; Process of public relations; Concept of Public in Public Relations; Tools of Public relations; Theoretical underpinnings in public relations;

Definition and scope of corporate communication; Structure and functions of corporate communication department; Interface with other management functions.

Developing effective corporate communication strategy; Managing corporate image, corporate identity and reputation; Issue management; corporate advertising; media relations; employee communication; customer relations; investor relations; government relations; community relations-corporate social responsibility; crisis communication.

Organising press conference, open house, facility visit and special event programmes; planning and production of house journal; writing press release, backgrounder, press brief, rejoinder; Role of new media in corporate communication.

Government public relations-media units of the Government; Law and ethics in public relations-PRSI code of ethics.

Development Communication

Development: Definition, concept; process; different approaches to development; characteristics of developing societies; development dichotomies - gap between developed and developing societies;

Globalization and its impact on development.

Development communication: Definition, concept; communication approaches to development - dominant paradigm, alternative approaches and development support communication, Development communication policy, strategies and action plans.

Development Communication Applications: Indian perspective on development communication; Development support communication the agriculture, population, health, education and environment; designing messages for development.

International and Intercultural Communication

International Communication: Concept and definition. International Communication theories: Modernization theory, Dependency theory, World systems, Structural imperialism, Hegemony, Electronic colonialism, Technological Determinism, Globalization and Cultural Imperialism. Universal Declaration of Human Rights and communication

Imbalance in International Information flow, The New World Information and Communication Order (NWICO), MacBride Commission's Report-Nonaligned news agency pool. International news agencies. Broadcast networks: Cable News Networks (CNN), British Broadcasting Service (BBC) and Al Jazeera. Impact of new communication technology on news flow. Transnational media ownership.

Culture: concept, definition, elements and characteristics. Inter-cultural communication: concept and definition. Cultural symbols in verbal and non-verbal communication. Impact of new technology on culture, mass media as a culture manufacturing industry. Barriers in intercultural communication. Media and intercultural conflicts

Radio Production

Radio programme production process. Aspects of sound recording - types of microphones and their uses - field recording skills; radio feature production; radio documentary production.

Using sound bites and actualities; space-bridge with field sources of news; production of radio newsreel and current affair programmes - formats of radio programmes - studio interviews - studio discussions - phone-in programmes.

Reporting and Writing for Radio:

Field reporting, voice dispatches; interview techniques; presentation; structuring a radio report - news capsuling and radio commentary. Effective use of voice -enunciation, flow, pronunciation, modulation. Spoken language, writing for radio, news writing - structuring radio-copy; editing agency copy, reporter's copy - compiling radio news programmes; writing into bytes - writing headlines, teasers and promos, radio commercials, illustrating copy with sound effects.

Television Production

Visual communication - shooting with TV camera - camera mounting, colour balance, basic shots and camera movement.

Basics of TV Production: TV lighting in field, using reflectors, lighting grid -luminaries.

Studio lighting - three-point lighting - high key and low-key lighting; properties, studio sets and make-up.

Video editing techniques - transitions; digital effects and post production -planning location shoots - storyboard - single camera shooting - multi camera shooting- studio production — planning studio programmes- role of functionaries

Formats of TV programmes: studio interview, studio discussion, studio chat shows with audience participation, studio quiz program with audience participation. TV documentary production - corporate video production.

Writing for television: Writing television programmes script - research, visualization and production script.

Television reporting: ENG, news package, research, investigation, interview techniques; piece to camera and voice over. Writing lead-in/intro to news packages, headlines writing, teasers and promos.

Television news editing: sequencing and editing news packages, compilation of news programmes. Television anchoring.

Communication Research

Concept of research, nature of communication research, its need and importance. Research Procedures- research problem formulation. Review of literature. Hypothesis, reliability and validity. Elements of research. Concepts and constructs, variables. Levels of measurement, scales of measurement. Sampling,

Qualitative and Quantitative research. Experimental and Quasi experimental studies. Longitudinal studies, trend studies, panel studies, cohort analysis, study method, content analysis, case studies.

Observation Methods, tools for data collection, questionnaire and schedules, Diary method, field studies, focus groups, telephone surveys, online polls, people's meter.

Statistical Analysis- non parametric statistics, chi-square test, parametric studies.

New Media

New Media: Definition, Scope and Characteristics; Brief history of new media-key technology milestones; media convergence, Mobile communication.

Application software: MS Office-MS Word, MS Excel, MS PowerPoint;

Media production software- QuarkXPress, Photoshop; Multimedia concept and applications.

The Internet-structure, applications and uses; World Wide Web -architecture and functioning-Web 2.0 Concept; Search Engine - functions and uses; Online journalism: concept and features; E-mail; Video/Web Conferencing; E-Commerce and M-commerce.

Social Media-concept, definition and scope; Growth of Social media and its impact on society; Social Media and Social Networking-Virtual communities; Social Media influence on journalism; Blogging vs journalism; Citizen journalism; Data Journalism; New media and ethical issues.

Media Management, Laws and Ethics

Principles of media management and their significance; Functions of media managers; Ownership pattern of mass media in India; Emerging trends in media-cross media ownership-corporatization and the implications;

Launching media ventures in India; Structure and functions of different departments of media; economics of print and electronic media; Programme management in media-production, scheduling, transmitting, quality control and cost-effective techniques; media marketing strategies.

Constitutional provisions on Freedom of press; Contempt of Courts Act 1971; Law of defamation - provisions of Indian Penal Code relating to Sedition; laws dealing with obscenity; Official Secrets Act 1923, Right to Information Act 2005; Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Cinematograph Act, 1953; Prasar Bharati (Broadcasting Corporation of India) Act 1990; Information technology Act 2000; Cable Television Act 1994; Copyright Act. 1957.

Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; Press Council of India and its broad guidelines for the press, Press Commissions. Idea of Fair Trial/ Trial by Media; Codes for radio, television; ethical issues related with ownership of media.