



**Central Tribal University of Andhra Pradesh  
Vizianagaram**

**Syllabus for Ph.D. Entrance Exam  
Journalism and Mass Communication**

**Section-A: Research Methodology**

**Unit I- Concepts & Process**

What is research? Nature and scope of research; Characteristics of scientific research, history, definition of communication research; Basics and applied research; Element of scientific research- concepts and constructs, variables, scales and measurement; Research process: Selection of research problem, Review of literature, Formulation of research questions/ Significance of hypothesis; Types of Hypothesis; Ethical issues for research.

**Unit II- Qualitative Research Methods**

Nature, limitations, interpreting qualitative data; Various methods: i) field observations: participant, non-participant; techniques; focus group discussions/interviews: procedure, advantages and disadvantages, iii) intensive interviews: procedure, advantages and disadvantages, iv) Case studies: utility and process.

**Unit III- Quantitative Research Methods**

Nature, uses, generalization etc.; Various methods: i) Content Analysis: definition, uses and limitations; steps, unit and categories, ii) Survey Research: Descriptive and analytical surveys. Types of surveys, advantages and disadvantages, constructing questionnaire, pretesting, data collection. Analysis; iii) Longitudinal research: types: trend analysis, cohort analysis, panel studies; iv) Experimental Research: Laboratory experiments, design; field experiments.

**Unit IV- Communication Research Tools**

Sampling: population and sample, probability and non-probability samples; Research tools- questionnaires, interview schedules, content schedule; Introduction to Statistics: descriptive and interpretive statistics. Introduction to Statistical software-SPSS; Research ethics; Research report writing, bibliography, in-text citations etc.; Audience Research- Readership measurement systems, viewership measurement systems-TRP, TAM, INTAY and other ratings systems; Major trends in mass communication research in India.

**Unit V- Report Writing**

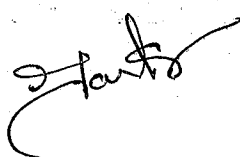
Introduction to Academic writing, need for report writing, Ethical & Legal Standards in Publishing, Types of Academic Writing. Report Writing in APA (7<sup>th</sup> edition) format: Parts and order of Manuscript sections, Elements of APA style, avoiding plagiarism, Organizing information, Publication Process and guidelines.

Dr. S. Venkateshwarlu

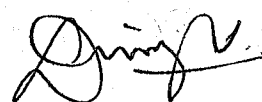
### List of Books for reading:

1. Kothari, C. R. (2004). *Research methodology: Methods and techniques* (2<sup>nd</sup> ed.). New Delhi: New Age International.
2. Wimmer, R. D., & Dominick, J. R. (2013). *Mass media research: An introduction* (10<sup>th</sup> ed.). Boston: Wadsworth.
3. Berger, A. A. (2014). *Media and communication research methods: An introduction to qualitative and quantitative approaches* (3<sup>rd</sup> ed.). Thousand Oaks, CA: Sage.
4. Babbie, E. (2013). *The practice of social research* (13<sup>th</sup> ed.). Belmont, CA: Wadsworth.
5. Lindlof, T. R., & Taylor, B. C. (2011). *Qualitative communication research methods* (3<sup>rd</sup> ed.). Thousand Oaks, CA: Sage.
6. Creswell, J. W. (2013). *Qualitative inquiry and research design: Choosing among five approaches* (3<sup>rd</sup> ed.). Thousand Oaks, CA: Sage.
7. Silverman, D. (2015). *Interpreting qualitative data* (5<sup>th</sup> ed.). London: Sage Publications.
8. Flick, U. (2018). *An introduction to qualitative research* (6<sup>th</sup> ed.). London: Sage.
9. Neuman, W. L. (2014). *Social research methods: Qualitative and quantitative approaches* (7<sup>th</sup> ed.). Boston: Pearson.
10. Kerlinger, F. N., & Lee, H. B. (2000). *Foundations of behavioural research* (4<sup>th</sup> ed.). Fort Worth, TX: Harcourt College Publishers.
11. Rubin, A., & Babbie, E. (2016). *Research methods for social work* (8<sup>th</sup> ed.). Boston, MA: Cengage Learning.
12. Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (1998). *Mass communication research methods*. London: Macmillan.
13. Bryman, A. (2016). *Social research methods* (5<sup>th</sup> ed.). Oxford: Oxford University Press.
14. Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5<sup>th</sup> ed.). Thousand Oaks, CA: Sage.
15. Malhotra, N. K. (2010). *Marketing research: An applied orientation* (6<sup>th</sup> ed.). Upper Saddle River, NJ: Prentice Hall.
16. Field, A. (2018). *Discovering statistics using IBM SPSS statistics* (5<sup>th</sup> ed.). London: Sage.
17. American Psychological Association. (2020). *Publication manual of the American Psychological Association* (7<sup>th</sup> ed.). Washington, DC: American Psychological Association.
18. Turabian, K. L. (2018). *A manual for writers of research papers, theses, and dissertations* (9<sup>th</sup> ed.). Chicago: University of Chicago Press.
19. Booth, W. C., Colomb, G. G., & Williams, J. M. (2016). *The craft of research* (4<sup>th</sup> ed.). Chicago: University of Chicago Press.
20. Lester, J. D., & Lester, J. D., Jr. (2015). *Writing research papers: A complete guide* (15<sup>th</sup> ed.). Boston, MA: Pearson.
21. Sparks, G. G. (2015). *Media effects research: A basic overview* (5<sup>th</sup> ed.). Boston: Cengage Learning. (for understanding media research trends)
22. Murthy, D. V. R. (2008). *Media research: Themes and applications*. New Delhi: Kanishka Publishers.

PCB



Dr. V. R. Murthy



## **Section-B: Journalism and Mass Communication**

### **Unit 1: Introduction to Journalism and Mass Communication**

Concept of Journalism and mass communication, mass communication in India, History, growth and development of print and electronic media. Media criticism and media literacy, Press Council and Press Commissions of India. Models and theories of mass communication, normative theories, communication and theories of socio-cultural, educational and agricultural change. Technological determinism, critique of Marshall McLuhan's views on media and communication and Marxist approaches. Information and knowledge societies. Media and culture - framework for understanding culture in a globalized world. Globalization with respect to political-economic & socio-cultural developments in India.

### **Unit 2: Communication for Development and Social Change**

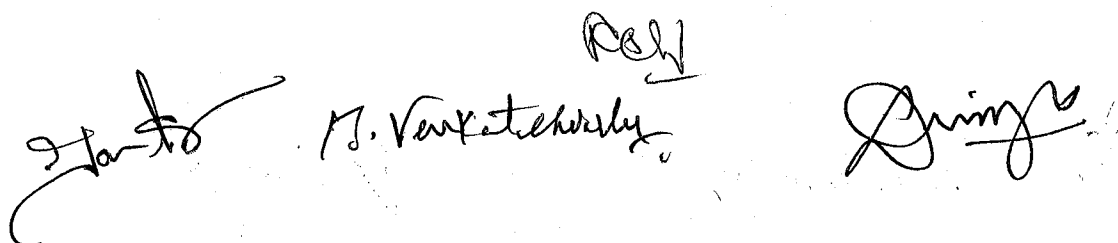
Concept and definition of development communication, role of media and journalism in society, characteristics of Indian society – demographic and sociological impact of communication, media and journalism. Media and specific audiences. Development and social change. Issues and post-colonial conceptions. Deconstruction of dominant paradigm of communication and development. Responses and critique of dominant models. Corporatization of development - Corporate Social Responsibility, non-state actors in development, mass campaigns by NGOs, Government of India. Paradigms and discourse of development communication. Emergence of global civil societies, public sphere. Leading influencers of social reform in India - Raja Rammohan Roy, Pandit Madanmohan Malviya, Bal Gangadhar Tilak, Mahatma Jyotiba Phule, Mahatma Gandhi, Acharya Vinoba Bhave, Dr. B. R. Ambedkar, Deendayal Upadhyay, Dr. Ram Manohar Lohia etc.

### **Unit 3: Reporting and Editing**

News-concepts, determinants (values), structure and perspectives. Reporting for print, radio, television and digital media. Types of reporting. National and international news agencies and feature syndicates, functions and role. Writing for print, electronic and digital news media. Translation and transcreation. Editing and presentation techniques for print, television and digital media. Journalism as profession, reportage of contemporary issues, ethics of reporting. Critique of western news values, effect of new technology on global communication flows. Niche Reporting.

### **Unit 4: Radio and Television**

Radio, TV and video as medium of communication, Grammar of Television, Radio and video. The production team, Role of production team, role of producer, different types of programmes, writing for Radio, writing for Television, researching for scripts, the visual language, camera movements, Basic theories of composition – cues and commands, Formats for Radio, Television – News, sitcoms, features, commercials, Operas, Documentaries, Cinema, Theatre, Drama; Editing theory and practice, Sound design, microphones, sets and lighting, satellite, cable television, computers, microchips.



### **Unit 5: Advertising and Marketing Communication**

Definition, concept, functions, types, evolution of advertising, standards and ethics in advertising. Theories and models of communication in advertising. Brand management. Advertising management - agency-role, structure and function, client-agency relationship, media planning and budgeting. Advertising and creativity, language and translation. Advertising campaign and marketing. Ethical aspects in advertising, ASCI, Advertising and marketing research. Digital media marketing.

### **Unit 6: Public Relations and Corporate Communication**

Public Relations and Corporate Communication - definition, concept and scope. Structure of PR in State, Public, Private and non-government sectors. Tools and techniques of PR and Corporate Communication. Crisis communication and crisis communication management. Ethics of Public Relations. International Public Relations, communication audit. PRSI, IPRA, PRCI.

### **Unit 7: Media Laws and Ethics**

The Constitution of India. Concept of freedom of speech and expression in Indian Constitution. Defamation, Libel, Slander-IPC 499-502, Sedition IPC 124(A), Contempt of Courts Act 1971, Official Secrets Act 1923, Press and Registration of Books Act 1867, Working Journalists and other Newspaper Employees and Miscellaneous Provisions Act 1955, Law of Obscenity; Parliamentary Privileges. Right to Information Act 2005, Copyright Act 1957, Intellectual Property Rights, Cable Television Network (Regulation) Act 1995, Information Technology Act (relevant) 2000 and cyber laws, Cinematograph Act 1952, Film Censorship, Rules, regulations and guidelines for the media as recommended by Press Council of India, human rights and media.

### **Unit 8: Media Management and Production**

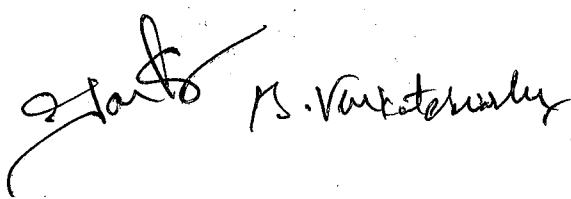
Definition, theories of management, concept of media management. Grammar of electronic media. Communication design theories and practice. Media production techniques – print and electronic. Digital media production techniques. Economics and commerce of mass media in India. Principles and management in media industry post liberalization.

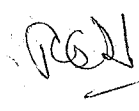
### **Unit 9: ICT and Media**

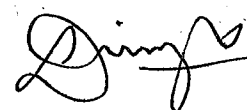
Definition, characteristics and role. Effect of computer mediated communication. Impact of ICT on mass media. Digitization. Social networking. Economics and commerce of web enabled media. Mobile adaption and new generation telephony by media, ethics and new media. ICT in education and development in India, online media and e-governance. Animation - concepts and techniques.

### **Unit 10: Film and Visual Communication**

Film and television theory. Film and identity in Indian film studies, leading film directors of India before and after Independence. Indian cinema in the 21<sup>st</sup> century. Approaches to analysis of Indian television. Visual Communication. Visual analysis. Basics of film language and aesthetics, the dominant film paradigm, evolution of Indian cinema-commercial and 'non-commercial' genres, Indian aesthetics and poetics (the theory of Rasa and Dhvani).

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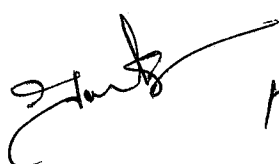
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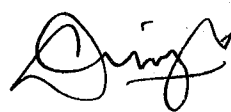
National cinema movements: Soviet Montage cinema, German Expressionistic cinema, Italian Neo-Realistic cinema, French New Wave cinema, British New Wave cinema, Indian New Wave cinema, Period cinema. Cinema in the new millennium.

### List of Books for reading:

1. Kumar, K. J. (2006). *Mass communications in India*. Mumbai: Jaico Publication.
2. Melkote, S. R. (1991). *Communication for development in the Third World: Theory and practice*. Sage.
3. Arvind, & Rogers, E. M. (1989). *India's information revolution*. New Delhi: Sage.
4. Narula, U. (2007). *Development communication: Theory and practice*. Har Anand Publications.
5. McQuail, D. (2005). *Mass communication theory* (5<sup>th</sup> ed.). London: Sage.
6. Mencher, M. (2003). *News reporting and writing*. New York: McGraw-Hill.
7. Harris, J., & others. (1981). *The complete reporter* (4th ed.). New York: Macmillan.
8. MacDougall, C. (1977). *Interpretative reporting* (7th ed.). New York: Macmillan.
9. Kamath, M. V. (1980). *Professional journalism*. New Delhi: Vikas Publishing.
10. Nakemulder, J., & others. (1998). *Professional journalism*. New Delhi: Anmol Publications.
11. Chandra, N., & Chaughan. (1997). *Journalism today*. New Delhi: Kanishka Publishers.
12. Arvind, & Rogers, E. M. (1989). *India's information revolution*. New Delhi: Sage.
13. Usha Rani, N. (1996). *Folk media for development*. Karnataka Book Publishers.
14. Schramm, W., & Lerner, D. (1967). *Communication and change in the developing countries*. Honolulu: East-West Center Press.
15. Devi, M. (2006). *Fundamentals of mass media and communication*. New Delhi: Alfa Publication.
16. Baran, S. J., & Davis, D. K. (1999). *Mass communication theory: Foundations, ferment, and future*. Singapore: Thomson Wadsworth.
17. Kohli-Khandekar, V. (2006). *The Indian media business*. New Delhi: Sage.
18. Redmond, J., & Trager, R. (2004). *Media organization management*. London: Biztantra - Response Books.
19. Stanton, W. J., & Futrell, C. (2003). *Fundamentals of marketing*. New Delhi: McGraw-Hill.
20. Cabrera, E. F., & Bonache, J. (1999). *An expert H.R. system for aligning organizational culture and strategy*. New York: Academic Press.
21. Goulden, T. (1997). *News management*. London: William Heinemann Ltd.
22. Halzer, C. (1991). *Total quality management*. London: Chapman & Hall.
23. Basu, D. D. (2004). *Introduction to the Constitution of India*. New Delhi: Prentice-Hall of India.
24. Singh, P. P., & others. (1998). *Media, ethics and laws*. New Delhi: Anmol Publications.
25. Fackler, M., & others. (1995). *Media ethics: Cases and moral reasoning*. New York: Longman.
26. Nath, S. (2002). *Assessing the state of web journalism*. New Delhi: Authors Press.



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27. Bhargava, G. (2004). *Mass media and information revolution*. New Delhi: Isha Books.
28. Menon, N. (1976). *The communication revolution*. New Delhi: National Book Trust.
29. Caywood, C. (1997). *The handbook of strategic PR & integrated communications*. New York: McGraw-Hill.
30. Larkin, T. J., & Larkin, S. (1994). *Communicating change*. New York: McGraw-Hill.
31. Packard, D. (2006). *The HP way: How Bill Hewlett and I built our company*.
32. Panigrahy, D., & Biswasroy. (1993). *Media management in India*. New Delhi: Kanishka Publishers.
33. Cutlip, S. M., Center, A. H., & Broom, G. M. (1982). *Effective public relations*. New Jersey: Prentice-Hall.
34. Wilmschurst, J. (1986). *The fundamentals of advertising*. London: Heinemann Publications.
35. Hart, N. (1990). *The practice of advertising* (3<sup>rd</sup> ed.). London: Heinemann Publications.
36. Mooij, M. de. (1994). *Advertising worldwide* (2<sup>nd</sup> ed.). New Jersey: Prentice Hall.
37. Haskins, J. B., & Kendrick, A. (1991). *Successful advertising research methods*. NTC Business Books.
38. Fletcher, W., & Bowers, D. (1979). *Fundamentals of advertising research*. Grid Publications.
39. Jones, P. (1998). *How advertising works*. Sage.
40. De Maeseneer, P. (1982). *Here's the news: A radio news manual*. Asian Books.
41. Cignel, H. (2009). *Key concepts in radio studies*. London: Sage.
42. Pati, M. R. (2001). *Some aspects of broadcast journalism in India*. Ludhiana: Kalyani Publications.
43. Thoraval, Y. (2000). *The cinema of India (1896–2000)*. New Delhi: Macmillan Publishers India.
44. Roberge, G. (1977). *Films for ecology of mind*. Kolkata: Seagull Books.