

SYLLABUS FOR PhD ENTRANCE TEST – MASS COMMUNICATION

Paper - I

Subject: Mass Communication

Mass communication as discipline; Understanding Human Communication - Communication to Mass Communication and beyond; Structure, Elements and Process of Mass Communication; Approaches to study communication theory; Mass Communication-Traditions and models; Theories of media and theories of society; Critical-Cultural Theories and Beyond; Theoretical Approaches to Development Communication, Ecological Concern to Media Studies; Perspectives on Technology and Communication

Paper-II

Subject: Research Methodology

Philosophy of research- a debate between positivism, pos-positivism, constructivism, realism; Philosophizing communication research; History of communication research; Strategies in communication research; Paradigm of communication research; Conceptualization, operationalization & measurement, Research design/approach- qualitative and quantitative debate, Research methods in media studies, Practicing research in media – print, electronic, and web, Studying social and cultural effects of media content, Measuring media and public agenda