

Savitribai Phule Pune University
Department of Communication and Journalism

Syllabus for Ph.D. Entrance Test

Part 1: Communication

- 1) Nature, process and types of communication
- 2) Models and theories of communication
- 3) Sociology of Communication, International, Political, Organizational and Marketing communication
- 4) Mass Media: types, evolution, role in India
- 5) Effects of mass media: various studies and theories
- 6) Traditional and folk media
- 7) New Media

Part 2: Research Methodology

- 1) Qualitative Research Methods
- 2) Quantitative Research Methods
- 3) Basic Concepts in Statistics
- 4) Review of literature, referencing, bibliography etc.
- 5) Different types of media research: print, electronic, Internet, Audience Studies etc.

Part 3: Print Journalism

- 1) History of the print media in India, contemporary trends, esp. in Maharashtra, well-known print journalists in the country and their work.
- 2) Organizational Structure and management of a newspaper office: various functionaries, their role, relationship between various departments, financial management of a newspaper
- 3) Role of newspapers in Indian society: political, social, cultural, etc.
- 4) Periodicals in India: types of periodicals, major periodicals in Marathi, Hindi and English

Part 4: Broadcast Journalism (Radio and TV)

- 1) Technological developments in broadcasting and their impact on broadcasting
- 2) Public Service broadcasting: its nature, role and responsibility in India
- 3) Commercial broadcasting in India: beginning, growth, impact, laws and regulations governing them

4) Broadcast programming: current trends, their impact on society

Part 5: Advertising and Public Relations

- 1) Relevance of advertising: economic, cultural, social
- 2) Contemporary Ad scenario in India: volume of advertising, various advertising media, current trends in advertising
- 3) Ad agency: structure, functioning, process, management
- 4) Public Relations: definitions, role of PR in an organisation, importance of PR professional, PR tools
- 5) Current trends in PR: corporate communication, CSR, event management etc.

Part 6: Media Laws and Ethics

- 1) Constitutional provisions regarding journalism and mass media
- 2) Various laws: e.g. defamation, sedition, IPR, Right to Privacy, Right to Information, censorship and self regulation
- 3) Mass Media Ethics: code of conduct, Sting Operations etc.

Pattern of Ph.D. Entrance Test Paper Total Marks 100

Part 1: Descriptive Questions Total Marks: 80

Q. 1: Essay type question Word Limit: 1000 words
Write an analytical essay on any of the three topics.
Marks: 30

Q. 2: Long answers: Word Limit: 750 words
Answer any two of the four questions. (15 marks per question)
Marks: 30

Q. 3: Short notes: Word Limit: 250 words
Answer any four of the eight questions (5 marks per note)
Marks: 20

Part 2: Objective Questions (Multiple Choice): Total Marks: 20

Q.: Answer all questions (1 mark per question.)
Marks: 20