



Centre for Research and Development
Office of Doctoral Research

Syllabus for the Part B of
Kristu Jayanti University Entrance Test (KJUEET)

Ph. D. Programme in Media and Communication

Unit 1: Communication Studies

Communication- meaning, types, models; mass communication- characteristics, functions; theory; XPublic opinion and press: James Bryce and Walter Lippmann. Propaganda. Magic Bullet Theory. Normative theories: Authoritarian, Libertarian, Soviet, Social Responsibility, Democratic Participant and Development Press theories. Limited effects: Carl Hovland, Paul Lazarsfeld and Joseph Klapper. Audience Theories- Diffusion of Innovation; Agenda Setting Theory; Framing Theory; Cultivation Theory; Spiral of Silence. Uses and Gratification; Media System Dependency Theory. Schema Theory; Social Learning Theory; Elaboration Likelihood Model. Critical and Cultural Theories- Frankfurt School: Neo-Marxism and Cultural Industry. Political Economy Theory. Chomsky and Herman's Propaganda Model. British Cultural Studies; Symbolic Interaction; Social Construction of Reality. Media as apparatus of ideology: perspectives of Louis Althusser, Antonio Gramsci and Jean Baudrillard. Contemporary Communication Theories- Marshall McLuhan: Media Ecology Theory. Henry Jenkins: Participatory Culture Theory. Eli Pariser: Filter Bubbles and Echo Chambers. Computational propaganda: disinformation, misinformation and information warfare.

Unit 2: Development Communication

Concept of Development and Dominant Models of Development- Concept of Development, development communication, empowerment, social justice, third world, globalisation; Dominant models of development- Learner's Communication Model for Modernisation, Roger's Concept of Diffusion of Innovation; Criticisms. Alternate Models of Development-Communication and Spirituality in Development- Paolo Friere, Sarvodaya Sharmadana Movement; Interdependency Model, Dependency Model, Poverty and Basic Needs Model; Feminist Perspectives in Development Communication.

Eco-centric and Green Communication Models (eco-spirituality, eco-feminism). Indian Models of Development- Gandhian Model of Development- Massline Communication, Rural Reconstruction; Nilokheri Project, Grow More Food Campaign, Five Year Plans and Development; Integrated Rural Development Programme, Panchayati Raj Institutions, Public Distribution System, Mid-Day Meal Scheme, National Rural Health Mission, Sarva Shiksha Abhiyan, Information and Communication Technology for Development (ICT4D)- Digital India Campaign. Developmental Journalism- Developmental Journalism in India- BG Varghese, Kuldip Nayar, Anil Agarwal, Kalpana Sharma, P Sainath; Developmental Issue Coverages- Mainstream Media, Alternative Media, Internet; Developmental Reporting- Agriculture, Environment, Health, Gender and Children.

Unit 3: News Reporting and Editing

Newsroom- Newsroom structure; the changing role of the editor: print to electronic media, AI in newsroom; need and purpose of editing; news judgment and values; skills of copy editor; style book for editing. Understanding News-News-definitions; news elements; news story types; leads-summary leads, soft- anecdotal, descriptive, narrative; news structure – lead, nut graph, elaboration, conclusion; story forms– Inverted Pyramid, Wall Street Journal Formula, Hourglass Structure, List Technique, Section Technique; Sources of news– primary and secondary; principles of news writing (Robert Gunning); newsgathering techniques; qualities of a reporter. Language and Grammar; Interviewing Techniques- Interview – preparations, setting up, preparing the questions; interview techniques – funnel and inverted funnel; conducting the interview; types of interviews- based on purpose and setting, interviewing for- following up a tip, vox pop, press conferences; methods of writing interview stories- FORK, GOAL. Editorial page and its components; writing editorials; headlines: functions and types; principles of writing effective headlines; captions and cutlines: principles of writing captions and cutlines. Feature Writing- Features- News peg, components of a feature story; Types of feature writing - descriptive features, human interest, profiles, travel features, entertainment features, aftermath feature; writing reviews –books, restaurants. Specialised Reporting, Press Conferences and Releases, Reporting courts, crime, politics and legislature, sports, developmental reporting, science, environment, health, obituaries; press conferences; Data Journalism, Data Stories and Visualisation; Photojournalism.

Unit 4: Integrated Marketing Communication

Basics of Advertising- Marketing, Marketing Mix; Advertising - Meaning and Definition; Functions of Advertising; Types of Advertising; Impact of Advertising; Ethics in Advertising – ASCI's code of ethics. Advertising Agencies & Management- Advertising Industry - Advertisers, Advertising agencies; Ad agency – types, structure, functions; Suppliers in Advertising - Art studios and web designers, printers and related specialists, film and media houses, research companies; Media Planning, Media mix. Segmenting & Targeting Audience. Participants in marketing process - consumers, markets, marketers; Consumer perception process, persuasion - Elaboration Likelihood Model; Influences - family, social, cultural; Market Segmentation; Target Marketing. Developing Advertisements- Stages in developing an ad campaign – defining, research, ideation, prototyping, selection, implementation, evaluation; Creative Pyramid - AICDA model; Elements of advertisements – headline - types of headlines, sub-headline, body text, slogan, logo; art of copywriting - print, electronic; Elements of layout and typography. Public Relations- Key Concepts Public Relations- Definition, Nature, Functions and Techniques, Short history; difference between- PR and Journalism, PR and Marketing; Careers in PR; Ethics in PR. Public Relations- Process- Research- significance, techniques- quantitative and qualitative, primary and secondary; Planning- approaches, elements; Implementation- choosing channels, controlled and uncontrolled media, owned media, paid media, shared media, mixed media; Evaluation- message testing, audience measurement, Barcelona Principles. Public Relations- Strategy- public Opinion, Opinion Leaders, Role of Mass Media- Agenda Setting, Media Dependency, Framing; Persuasion; Factors in Persuasive Communication; Propaganda; Conflict Management, life cycle; Crisis Management; Reputation Management, Public Relations- Tactics- News Releases, Publicity Photos, Media Alerts Fact Sheets, Personal appearances; Media Interviews, News Conferences, Press Kits, Media Tours and Press Parties; Governmental Relations- Lobbying.

Brand; brand identity; branding; brand strategy; brand awareness; brand image; brand positioning; big idea; names, types-founder, descriptive, fabricated, metaphor, acronym, magic spell; brand architecture, types. Brand elements. Brand Identity Ideals and Brand Forces , creating touchpoints.

Unit 5: Media Laws and Ethics

Constitutional Foundations and Press Freedom- Salient features of the Indian Constitution. Constitutional provisions on the freedom of speech and expression: Article 19(1)(a) with focus on Right to circulate; Right to dissent; Right to assemble and demonstrate; Right to portray social evils; Right to portray historical events; Right to receive information; Right to expression beyond national boundaries; Right of the press to conduct interviews; Reporting legislative proceedings; Right to advertise; Right of rebuttal; Right to gender identity; Right to broadcast. Constitutional restrictions on the freedom of speech and expression: Article 19(2). Emergency and press censorship. Comparative press freedom: Reporters Sans Frontiers' Press Freedom Index. Specified laws related to Media Coverage; Relevant provisions of Bharatiya Nyaya Sanhita (BNS): Obscenity (Sections 294, 295 and 296); Defamation (Section 356); Act endangering the sovereignty, unity and integrity of India (Section 152); Hate speech. Interpretation of Section 79 of Information Technology Act 2000. Reporting judicial proceedings. Right to Information. Media Acts- Significant provisions of Cinematograph Act; Prasar Bharati Act; Copyright Act; Drugs and Magical Remedies Act. Media Ethics- Principles and Guidelines- Concept of media ethics. Guidelines for making ethical decisions: Aristotle's Golden Mean; Kant's Categorical Imperative; John Stuart Mill's Utility Principle; William David Ross's Pluralistic Theory of Value. Norms of Journalistic Conduct (PCI). Decision making during ethical conflicts: Potter Box; Poynter Institute Model. Major Ethical Concerns and Media Regulation- Human rights and media. Right of privacy. Inclusion in the newsroom. Issues in truthful coverage: truth and objectivity, errors, transparency, fake news, paid news. Press Council of India and media regulation. Challenges of regulation.

Unit 6: Digital Journalism

Major milestones in the development of journalism in the World and India; Multimedia Journalism - Definition and Significance; Major Milestones in the History of Multimedia Journalism; Characteristics of Online Media; Characteristics of Digital Audiences, Scope for a Multimedia Journalist. Text based formats - E-Mail Bulletins, Blogs, Online News Articles; Visual & Interactive Formats - Infographics, Photo Essays & Slideshows; Immersive Storytelling Formats Using AR and VR. Social Listening and News Gathering; Sub-Editing, Proofreading and Headlining for Online Readers; Recording, Editing and Publishing Audio Reports; Conducting and Publishing Interviews; Editing and Publishing Images; Interactive Elements on News Websites & Blogs; Hosting Platforms for Websites & Blogs. Search and Generative Engine Optimisation for News Websites/Blogs - On-Page, Off-Page, & Keyword Optimization, Meta Tags & Descriptions, Analytics Tracking; Geotagging, Geocoding and Geo-Broadcasting, Role of AI and AI Tools in Multimedia Journalism; Ethical Considerations in Multimedia Journalism

Unit 7: Audio Video Production and Film Studies

Introduction to AV production- Major milestones- Radio, Television; content types - audio, video; production team roles and responsibilities; video formats, resolutions, frame rates, aspect ratio; audio formats; trends- audio, visual productions.

Pre-production stage- Content research and conceptualization; script development - types of scripts (shooting script, AV script, documentary treatment); script formatting; storyboarding; production planning - location scouting, permissions, equipment requirements; scheduling and budgeting; content packaging. Production stage- Camera - types, functions, composition principles, Shot types- sizes, movements and angles; exposure, focus, and white balance; lighting techniques - three-point lighting, lighting fixtures, color temperature; audio recording - microphone types, location sound recording. Multi-Cam and Studio Production- Studio production - multi-camera setup, studio lighting, floor management, live switching; field production - Electronic News Gathering (ENG), Electronic Field Production (EFP); specialized techniques - chroma key, drone videography; live streaming; Post-Production Techniques- Continuity, discontinuity editing; Walter Murch's Rule of Six; principles of rhythm and pacing in editing; psychological impact of different editing styles; match cuts, parallel editing, cross-cutting; audio editing- diegetic and non-diegetic sound; audio mixing; color grading.

Film Studies- Fundamentals of Film Aesthetics- Introduction to film aesthetics – the language of cinema; film as an art form and as a commercial medium; Elements of film form - image, sound, and narrative; Realism in Cinema - André Bazin, Siegfried Kracauer; Formalism - Sergei Eisenstein, Lev Kuleshov, Rudolf Arnheim; Surrealism and Avant Garde cinema - André Breton. Ideological Film Analysis- Ideological approaches to cinema: Structuralism and Semiotics- Ferdinand de Saussure, Roland Barthes; Psychoanalysis in Cinema - Sigmund Freud, dream analysis and repression; Narrative and Ideology in Film - Louis Althusser – Ideological State Apparatus; Antonio Gramsci - Hegemony in cinema, cultural dominance. Contemporary Film Theories- Major contemporary film theories: Apparatus theory – Jean Louis Baudry, Spectatorship; Auteur Theory - Alexandre Astruc; Screen Theory - Colin McCabe; Gilles Deleuze -The time-image, Movement image; Post structuralism - Jacques Derrida, Deconstruction.

Introduction to feminist film theory: The first, second, and third waves of feminism in cinema; Laura Mulvey – The Male Gaze Theory, Scopophilia, Voyeurism; Judith Butler – Gender performativity in cinema.

Unit 8: Media Research

Relevance of Research in Communication and Media Studies; Qualitative vs. Quantitative Research: Characteristics, Scope, and Applications; Theoretical Foundations: Positivism, Interpretivism, Constructivism; Nature of Scientific Inquiry—Methods of Authority, Rational Method, Scientific Method; Concept of Theory—difference between theory, hypothesis, model; Role of Theory in Research; Approaches to Knowledge—Deductive, Inductive, Abductive Reasoning; Ethics in Research; Research Design—Framing Research Questions and Objectives; Role of Literature Review in Contextualising Research. Qualitative research- in-depth Interviews; Focus Group Discussions; Ethnographic Approaches—Participant and Non-Participant Observation; Textual Analysis—Semiotic and Content Analysis; Visual Analysis—Techniques for Analysing Visual Content (images, videos, advertisements); Participatory and Reflexive Approaches in Qualitative Research. Quantitative Research- Tools of Measurement—Variables, Indicators (Operational Definition); Levels of Measurement—Nominal, Ordinal, Interval, and Ratio Scales; Sampling Techniques—Probability and Non-Probability; Experimental Designs—True Experiments, Quasi-Experimental Designs, Pre-test Post-test Design, Developmental Design; Survey Research—Questionnaire Design and Administration, Reliability, Replication, Validity. Data Analysis- Qualitative Data Analysis: Thematic Analysis and Grounded Theory; Coding and Categorisation of Data; Interpretation of Findings—Developing Insights, Identifying Patterns, Connecting Data to Theoretical Frameworks; Digital Tools for Qualitative Research.

Quantitative Data Analysis: Creating Data Sets; Parametric Statistics—Univariate Analysis (Frequency Distribution, Measures of Central Tendency, Measures of Dispersion), Bivariate Analysis (Statistical Significance, ANOVA, Paired t-test), Multivariate Analysis (Elaboration Analysis, Multiple Regression, Logistic Regression); Non-Parametric Statistics—Chi-square Test, Wilcoxon Signed-Rank Test, Spearman's Rank Correlation. Interpretation, Reporting and Presentation- Structuring a Research Report—Abstract, Introduction, Literature Review, Methodology, Findings, Discussion, Conclusion, References; Writing Findings and Discussion—Presenting Qualitative Data using Direct Quotes, Themes, Case Studies; Presenting Quantitative Data using Tables, Charts, Graphs; Referencing and Citation Styles (APA 7th edition); Finalising the Report—Editing, Proofreading, Formatting; Ethical Reporting and Avoiding Plagiarism; Preparing for Oral and Conference Presentations.