

Syllabus for Ph.D. (Journalism and Mass Communication) Entrance Exam
Paper -II

UNIT-1	Foundations of Media Research and Methodology
• Understanding Research Paradigms: Foundations of media and social research. Differentiating between empirical measurement, context-driven meaning-making and power analysis. • The Research Design Pipeline: Identifying research problems and literature gaps, formulating defensible research questions vs. testable hypotheses, and mapping research designs to specific inquiry goals. • Quantitative & Quantitative Fundamentals: What is qualitative and quantitative data, what impact data has on research, what is sampling. • Academic Integrity & Research Ethics: Ethical protocols in social research: informed consent, institutional review boards (IRB), protection of vulnerable human subjects, avoiding plagiarism, and maintaining raw data integrity.	
UNIT-2	Communication Theories and Digital Paradigms
• Classical Mass Communication Models: Evolution and evaluation of foundational frameworks—Agenda-Setting Theory, Framing and Priming, Uses and Gratifications, Cultivation Theory, and the Spiral of Silence. • Critical, Feminist, and Post-Colonial Perspectives: Frankfurt School and political economy of media, Feminist Standpoint Theory, Hegemony (Gramsci), and post-colonial critiques of global news flow and cultural imperialism. • The Digital Transition: Castells' Network Society, platformization of media, algorithmic gatekeeping, echo chambers, filter bubbles, and the shift from mass communication to mass self-communication.	
UNIT-3	Journalism Studies, Development Communication, and Newsroom Dynamics
• Sociology of Journalism & Newsroom Workflows: Evolution of gatekeeping, political economy of news production, multimedia journalism, data journalism, and the introduction of AI and automation in newsrooms. • Development Communication & Empowerment Models: Dominant, Dependency, and Participatory paradigms. The role of media in rural transformation, agrarian communication, climate resilience, and community empowerment. • Information Disorder & Media Literacy: Structural mechanics of misinformation, disinformation, and malinformation; computational propaganda, fact-checking protocols, and critical media literacy strategies.	

UNIT-4	Strategic Communication, Media Economics, and Public Relations
• Strategic Communication Frameworks: Theoretical bases of Advertising and Public Relations; transition from transactional persuasion to two-way symmetrical communication and stakeholder engagement. • Media Economics & Ownership: Industry concentration, monopolies, monetization models (subscription vs. ad-supported), platform economics, and the attention economy. • Corporate & Crisis Communication: Crisis response strategies in high-speed digital networks, Corporate Social Responsibility (CSR), brand reputation management, and regulatory oversight (e.g., Advertising Standards Council of India guidelines).	
UNIT-5	Media Law, Digital Governance, and Ethical Practice
• Constitutional & Statutory Frameworks: Constitutional guarantees of Freedom of Speech and Expression (Article 19(1)(a)) and reasonable restrictions (Article 19(2)); laws on Defamation, Contempt of Court, Copyright, and the Right to Information (RTI) Act. • Digital Governance & Privacy: The Information Technology (IT) Act, intermediary liability, digital data protection and privacy, net neutrality, and the regulation of Over-The-Top (OTT) platforms and social media conglomerates. • Emerging Digital Ethics: Ethical dilemmas in AI-generated content, algorithmic bias, computational manipulation, source protection in the digital era, and standards of professional journalistic conduct.	
References: • Baran, S. J., & Davis, D. K. (2020). <i>Mass Communication Theory: Foundations, Ferment, and Future</i>. Cengage Learning. • Castells, M. (2009). <i>Communication Power</i>. Oxford University Press. • Creswell, J. W., & Creswell, J. D. (2022). <i>Research Design: Qualitative, Quantitative, and Mixed Methods Approaches</i>. Sage Publications. • Fuchs, C. (2021). <i>Social Media: A Critical Introduction</i>. Sage Publications. • McQuail, D., & Deuze, M. (2020). <i>McQuail's Media and Mass Communication Theory</i>. Sage Publications. • Wimmer, R. D., & Dominick, J. R. (2015). <i>Mass Media Research: An Introduction</i>. Cengage Learning.	