**IIMT UNIVERSITY, MEERUT**

**Subject: JOURNALISM AND MASS COMMUNICATION**

**Ph.D. Entrance Exam**

**Overview:**

The Ph.D. in Journalism and Mass Communication is a research degree of minimum three years which delivered to a high level student researcher who has done deep research in a specific field or subject. The program includes strong elements of critical communicationunderstanding and research approach.A candidate has to submit a thesis about the research work followed by a presentation and panel Interview.Students to engage in a systematic search for answers to well-formulated and substantive questions.The research process concludes in the discovery and reporting of new knowledge to othersOn the completion of course many new doors will open for candidate. Candidate may opt for teaching atuniversities, post-doctoral fellowship andother than academic career there are many opportunities available as the corporate and market researcher in companies, PRO, advertiser and more.

**Syllabus:**

**Unit-I: Introduction to Communication and Journalism**

1. Origin, growth and development of communications media – print, film, radio and television
2. Fundamentals of Communication – Definition, Nature, Scope, Types and Functions
3. Communication Theories & Models
4. Fundamentals of Journalism – Definition, Nature, Scope and Functions

**Unit-II: Media Laws and Ethics**

1. Salient Features of Indian Constitution – Preamble, Directive Principles of State Policy, Fundamental Rights and Duties
2. Freedom of Speech and Expression in India
3. Press Council of India and Press Commissions

**Unit-III: Advertising and Public Relations**

1. Fundamentals of Advertising – Concept, Nature, Scope, Types, Functions and Significance
2. Fundamentals of Public Relations – Concept, Nature, Scope, Types, Functions and Significance
3. Advertising Agencies& PR Agencies
4. Public Relations Management – Types of Publics and Art of Management of Different Public Relations (Investor Relations, Employee Relations, Supplier Relations, Distributor Relations, Customer Relations, Media Relations, Government Relations, Community Relations etc.)

**Unit IV: Communication Research**

1. Fundamentals of Communication Research – Meaning, Nature, Significance and Functions
2. The Process of Media Research – Defining Research Problem, Review of Literature, Research Design, Primary Data Collection, Statistical Analysis, Results and Discussion, Testing of Hypothesis, Drawing of Inferences etc.
3. Types of Media Research – Historical Research, Survey Research, Content Analysis, Experimental Research, Observation, Case Study
4. Selection of media/ Media planning, Writing the final report, Writing research proposal.

**Unit V: Contemporary Issues in Communication & Research**

1. Media and Human Rights, Gender Issues, Social Justice, Globalisation, Climate Change
2. News and Analysis of Current Issues
3. Media as Cultural Industry, Communication Policies and World Communication Order, Communication in Balances
4. Research in Third World Countries Ethical issues (constraints) in field research, sampling, statistical interpretation
5. Political issues in field research, sampling, statistical interpretation