

Ph.D. (in Mass Communication and Journalism) Entrance Examination, 2022

Part - I : Research Methodology

Unit I: Meaning and characteristics of scientific research, philosophy of research, research design, types of research – qualitative, quantitative, empirical, descriptive, exploratory, Case studies. Ethical issues in research, research monitoring and evaluation, tools and techniques of data analysis, Computer applications in research

Unit II: Hypothesis, ways of testing a hypothesis, objectives in a research, research questions, literature review, tools of data collection in qualitative and quantitative research, sampling, PRA, PAR, conceptual framework in a research.

Part – II : Communication Theory

Unit I: Communication – philosophy, meaning, process, functions, feedback, channels, various models of communication – convergence, theories of communication

Unit II: Forms and media of communication - Print, Electronic, New Media, folk and community media, knowledge society, Information society, new media and information revolution, Media Literacy, Information disorder

Unit III: Contemporary issues in communication – hegemony of communication at international and national levels, cross ownership of media, growing conglomerization of media across the globe, Media and Culture, Media and popular movements, political economy of media

Unit IV: Development communication: History and theories, participatory paradigm of development