



(संचार एवं पत्रकारिता विभाग)
DEPARTMENT OF COMMUNICATION & JOURNALISM
डॉ. हरीसिंह गौर विश्वविद्यालय सागर, (म.प्र.) 470003
DR. HARISINGH GOUR VISHWAVIDYALAYA, SAGAR (M.P.)

Entrance Test Syllabus PhD - Mass Communication & Journalism

Section-A

- Concept of Journalism and Mass Communication
- Models and theories of Mass Communication
- Media Criticism and Media Literacy
- History, Growth and Development of Print, Electronic and Digital Media
- Indian Traditions and Approaches to Communication
- Western and Eastern Philosophical, Ethical and Aesthetic Perceptions of Communication
- Development Communication, Media and Culture
- Reporting and Editing
- Advertising and Marketing Communication
- Public Relations and Corporate Communication
- Media Laws and Ethics, Media Management and Production
- Film and Visual Communication, National and International Cinema
- Indian Constitution, Indian Economic System- Taxes, Market, FDI, GDP, HDI, GST, Planning Commission etc
- Structure of Indian Society- Family, Marriage, Customs, Traditions, Rituals in Rural and Tribal Society, Religion
- Contemporary Media- TV, Radio, Newspaper and Social media
- Social, Cultural, Political, and Economic Issues
- Knowledge of Art, Culture and Literature
- Institutions and Heritage of National and International Importance
- Reasoning Aptitude

Section-B

- History of Communication Research, Philosophy of Research
- Research Designs, Research Strategy, Paradigms of Communication Research
- ICT and Media Research, Measuring Media and Public Agenda
- Social Research and Scientific Study
- Conceptualization of Hypothesis
- Methods of Research: Qualitative and Quantitative
- Data Collection and Data Analysis, Sampling, Report Writing and Presentation

(डॉ. विवेक कुमार जायसवाल)
सहायक प्राध्यापक

(डॉ. ललित मोहन)
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