

**SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)**  
**Ph D ENTRANCE TEST**

**The Syllabus of Media Communication and Design**

1. History of Indian and global media
2. Contemporary India: Society, culture and politics
3. Global current affairs
4. Media ownership (Global and Indian)
5. Theories of mass media – e.g., agenda setting, media framing, moral panic
6. Journalism concepts: e.g., news values
7. Media research methods
8. Digital media platforms
9. Media & gender studies
10. Basics of Marketing, Advertising & PR: Concepts and theories
11. Basic communication theories (i.e., other than mass media)
12. Film studies