



## **SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)**

(Established under section 3 of the UGC Act 1956)

**Re - accredited by NAAC with 'A' Grade(3.58/4)| Awarded Category- I by UGC**

**Founder: Prof. Dr. S. B. Mujumdar, M.Sc.,Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)**

---

### **Faculty of Mass Communication And Communication Management**

### **Syllabus for Ph.D. Entrance Exam**

#### **Syllabus**

1. History of Indian Media
2. Indian media Industry – Facts and Stats
3. Media, Culture and Society – Theories and Concepts
4. Characteristics of Indian Society – Demographic and Sociological impact of media in general. Impact of media on specific audiences – Women, children, etc. Mass media – effects' studies and their limitations. Mass campaigns for specific issues – Social concerns, environment, human rights, gender equality
5. Journalism ; Indian Constitution and freedom of news media
6. Qualitative research methods
7. Digital Media – Social, cultural and market contexts
8. Film Studies
9. Media & Gender studies
10. Advertising and Public Relations
11. Media Planning , Buying and Selling
12. Market research and its relationship to Communication
13. Media Laws & Ethics
14. New Media Technologies
15. Grammar of the audio-visual medium