Faculty of Media and Communication

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
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