



**MAHARSHI DAYANAND UNIVERSITY, ROHTAK**  
(A State University established under Haryana Act No. XXV of 1975)  
'A' Grade University Accredited by NAAC  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

No. JMC/16/1034  
Dated: 08.12.2016

To

The Incharge (Academic Branch),  
M. D. University,  
Rohtak

**Sub: M. Phil and Ph. D Ordinance- 2016 (Syllabi)**

Dear Sir,

This is with reference to office letter no. AC-I/2016/23943-82 dated 07.12.2016 on the above noted subject.

The syllabi of M. Phil entrance test of Journalism and Mass Communication is already based on UGC- NET syllabi of the subject. Same is the case of Ph. D entrance test of Journalism and Mass Communication. The Entrance Test should be of 100 marks, and of OBJECTIVE TYPE as per past practice.

However, the broad topics (units) of syllabi of entrance test are enclosed herewith.

This is for your kind information & further necessary action.

*Sd/-*  
08/12/2016  
Head,  
Dept. of Journalism &  
Mass Communication  
Maharshi Dayanand University,  
ROHTAK-124 001

VII

Hindi

The entrance examination paper will consist of 100 questions of one mark each, based on the syllabus of M.A. (Previous) and M.A. (Final)

History of Hindi literature 60  
Kavya Shastra 20  
Language 20

VIII

History

**M.A. (Previous)**  
a) Ancient Societies 10  
b) Medieval Societies 10  
c) Modern world 10  
d) State in India 10  
e) History of Haryana 10  
**M.A. (Final)**  
a) Historiography, concepts, methods and tools 10  
b) Indian Archaeology 10  
c) Ancient Indian History 10  
d) Medieval Indian History 10  
e) Modern Indian History 10

IX

Journalism and Mass Communication

Basic Concepts in Communication 10  
Mass Media and Society 10  
Essential of Journalism 10  
Evolution of Media in India 10  
Development Communication 10  
Communication Research 10  
Inter-national Communication 10  
Radio, T.V. & New Media Production 10  
Advertising and Public Relations 10  
Media Writing 10

X

Mathematics

Advanced Abstract Algebra, Real Analysis; Topology; Complex Analysis; Differential Equations; Integration Theory and Functional Analysis. Partial Differential Equations; Mechanics 100

X1

Physical Education

Sports Psychology 08  
History & principles of Physical Education & Sports 08  
Kinesiology 08  
Anatomy, Physiology, Physiology 10  
Exercise and Sports Medicine 05  
Sports Sociology 08  
Bio-mechanics in Physical Education 08  
Officiating and Coaching 08  
(rules, dimensions, regulations of major athletic & sports (games event)  
Health Education 05  
Yoga 05  
Research Methodology 08  
Test Measurement and Evaluation in Physical Education 08

100 marks

**PAPER-II & PAPER-III (Part A & B)**

**Unit—I**

Communication and Journalism—Basic terms, Concepts and definition, Nature and process

Types of Communication

Mass communication—Nature of media and content

Mass communication in India—Reach, access and nature of audience

**Unit—II**

Role of media in society

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

The press, radio, television, cinema and traditional form of communication

#### Unit—III

Journalism as a profession  
Journalists—Their role and responsibilities  
Indian Constitution and freedom of press  
Research restrictions  
Ethics and journalism  
Careers in Journalism and mass media  
Training—Problems, perception and response by the industry  
Media management—Principles and practices  
Professional organisations in Media  
Media Laws in India

#### Unit—IV

History of Print and Broadcast media in general with particular reference to India.  
Post-independent developments in print  
Newspapers—English and Indian language press—major landmarks  
Magazines—Their role, bookphase and contemporary situation  
Small newspapers—Problems and prospects  
Press Commission, Press Councils—Their recommendations and status  
Development of Radio after independence—Extension role, radio rural forums and local broadcasting—General and specific audience programmes  
Development of television—Perception, initial development and experimental approach; SITE phase and evaluation; Expansion of television—Post-Asiad phase, issues concerns and debates over a period of time  
Committees in broadcasting—Background, recommendations and implementation  
Cinema—Historical overview and contemporary analysis—Commercial, parallel and documentary genres—Problems and prospects for the film industry

#### Unit—V

Communication and theories of social change  
Role of media in social change—Dominant paradigms  
Critique of the Dominant paradigm and alternative conception  
Development initiatives—State, market and the third force (NGO sector)  
Participatory approaches and community media—Ownership and management perspectives

-VI

Introduction of research methods and process  
Mass communication research—Historical overview  
Administrative and critical traditions  
Effects research—Strengths and limitations  
Communication research in India—Landmark studies related to SITE  
Content analysis—Quantitative and qualitative approaches  
Market research and its relationship to communication particularly advertising  
Sampling techniques—Strengths and limitations  
Statistical methods of analysis basics

**Unit—VII**

Colonial structures of communication  
Decolonisation and aspirations of nations  
Conflicts related to media coverage and representation  
International news agencies—Critique  
MacBride Commission—Recommendations and policy options  
Contemporary issues related to transnational broadcasting and its impact on culture, various perspectives and cultural impact  
Convergence of media—Problems and options  
Media Policies in an International Context  
India's position and approach to international communication issues

**Unit—VIII**

Radio & TV and Video as Media of Communication  
Grammar of TV & Radio and Video  
The production team  
Role of Producer  
Different types of programmes  
Writing for Radio  
Writing for TV—Researching for Scripts

The Visual Language

Camera Movements

Basic Theories of Composition—Cues and Commands

Formats for Radio-Television—News, Sitcoms, Features, Commercials, Operas,  
Documentaries, Cinema, Theatre, Drama

Editing Theory and Practice

Sound Design, Microphones, Sets and Lighting

Satellite, Cable television, Computers, Microchips

#### **Unit—IX**

Advertising

Marketing

Ad copy and Layout

Public Relations

Public Opinion

Propaganda

#### **Unit—X**

The Techniques

Different forms of writing

Printing Technology and Production methods

News agencies

Syndicates and Freelancing

Specialised areas of Journalism

## SAMPLE QUESTIONS

### PAPER-II

1. The first Chairman of Prasar Bharati was
  - (A) Nikhil Chakraborty
  - (B) Hiranmay Karlekar
  - (C) S. S. Gill
  - (D) Baren Sengupta
2. The daily newspaper 'Le Monde' is published from
  - (A) Bonn
  - (B) Paris
  - (C) London
  - (D) Hydelberg
3. Which of the following is mismatch?
  - (A) Hindustan Times—New Delhi
  - (B) Hindu—Chennai
  - (C) Ananda Bazar Patrika—Patna
  - (D) The Times of India—Mumbai

### PAPER-III (A)

1. Can Press Council of India monitor the role of newspapers during election?

Or

Discuss the role of mass media in National Development with special reference to India.

2. Discuss the new media techniques in relation to media management.

Or

Enumerate the various techniques and tools of P. R. in India.



PAPER-III (B)

11. What is Mass Communication? How can mass communication be effective? Using the reference of the Indian Election 1998, discuss the latest techniques which were used in analysing and popularising the election process?

*Or*

Which shot among the basic shots, is most frequently used in Television, especially in TV News and Current Affairs? Discuss.

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