

PhD Entrance Examination Syllabus
Media Studies
PART A

Unit 1: Teaching Aptitude

Teaching: Concept, Objectives, Levels of teaching, Characteristics, and requirements.

Learner's characteristics: Adolescent and adult learners, Individual differences.

Factors affecting teaching: Teacher, Learner, Support material, Instructional facilities, Learning environment, Institution.

Methods of teaching in higher learning institutions: Teacher-centered vs. Learner-centered, offline vs. online methods.

Teaching Support System: Traditional, Modern, and ICT-based.

Evaluation Systems: Elements, Types, Evaluation in Choice Based Credit System, Computer-based Testing, Innovations.

Unit 2: Research Aptitude

Research: Meaning, Types, Characteristics, Positivism, Post-positivist approach.

Methods of Research: Experimental, Descriptive, Historical, Qualitative, Quantitative.

Steps of Research.

Thesis and Article writing: Format, referencing.

Application of ICT in research.

Research ethics.

Unit 3: Logical Reasoning

Structure of arguments.

Deductive Reasoning and Inductive Reasoning.

Venn diagram.

Unit 4: Data Interpretation

Sources, acquisition, Classification of Data.

Quantitative and Qualitative Data.

Graphical representation.

Data Interpretation.

Data and Governance.

PART B

Unit 1: Foundations of Media and Communication Theories

Shannon & Weaver's Model, Lasswell's Model, Uses & Gratifications Theory

Critical and Cultural Theories (Frankfurt School, Birmingham School)

Agenda-Setting, Framing, Cultivation Theory, Spiral of Silence

Public Sphere and Democracy (Habermas)

Media Hegemony and Power (Gramsci, Althusser)

Media and Identity (Representation, Feminist Media Studies)

Unit 2: Media Research Methodologies

Approaches to Media Research: Positivist vs. Interpretive Paradigms, Qualitative and Quantitative Methods.

Research Methods: Content Analysis, Semiotics, Ethnography Survey, Case Study, Discourse Analysis, Representation theory, Big Data, AI in Media Research.

Ethics in Media Research: Press Council of India Guidelines on Journalistic Ethics, Plagiarism, Copyright, and Research Integrity.

Unit 3: History and Evolution of Media

Print Media Evolution: Gutenberg Press to Modern Publishing,

Press in India: Raja Ram Mohan Roy and the Role of Print in Social Reform. Freedom Struggle: Gandhi's Journalism, Tilak's Kesari.

Vernacular Press and Freedom Struggle: Kesari, Amrita Bazar Patrika.

Post-Independence Journalism and the Emergency (1975-77).

Broadcast Media in India: Evolution of All India Radio (AIR) and Doordarshan, The Cable TV Boom and the Rise of Private News Channels

Media Regulation and Policies: Prasar Bharati Act, TRAI Regulations.

Digital and Social Media: The Internet Revolution and Social Media Streaming, Podcasting, and Digital Journalism, AI, Metaverse, and the Future of Media.

Unit 4: Media Laws, Ethics, and Regulations

Ethics in Media: Ethical considerations in news reporting, advertising, public relations, and new media. Film censorship and certification standards.

Media Policies and Government Regulations: Evolution of media policies in India since Independence. Role of social reformers in shaping media ethics and laws. Freedom of Speech and Expression and its limitations. Parliamentary Privileges and their impact on media practices.

Legal Framework Governing Media: Right to Information Act (2005), Copyright Act (1957). Press and Registration of Books Act (1867). Law of Obscenity (IPC Sections 292-294). Miller Test & Hicklin Test. Indecent Representation of Women (Prohibition) Act (1986). Scheduled Castes and Tribes (Prevention of Atrocities) Act (1989). Information Technology Act (2000). Cinematograph Act (1952). Press Council Act (as amended).

Unit 5: Specialized Areas in Media Studies

Film and Visual Culture: Cinema Studies, Auteur Theory, Documentary Studies.

Gender and Media: Representation of Women, LGBTQ+, and Marginalized Communities Feminist Media Criticism and Postcolonial Studies.

Digital Humanities and Media Technology: AI, Machine Learning, and Journalism Data Journalism and Computational Media Studies.

Suggested Readings:

1. Baran, S. J., & Davis, D. K. (2021). Mass communication theory: Foundations, ferment, and future (8th ed.). Oxford University Press.
2. Basu, D. D. (2018). Law of the press in India (5th ed.). Lexis Nexis.
3. Berger, A. A. (2018). Media and communication research methods: An introduction to qualitative and quantitative approaches (4th ed.). Sage Publications.
4. Briggs, A., & Burke, P. (2009). A social history of the media: From Gutenberg to the Internet (3rd ed.). Polity Press.
5. Butler, J. (1999). Gender trouble: Feminism and the subversion of identity. Routledge.
6. Creswell, J. W. (2018). Research design: Qualitative, quantitative, and mixed methods approaches (5th ed.). Sage Publications.
7. Dwyer, R. (2006). Filming the gods: Religion and Indian cinema. Routledge.
8. Hall, S. (1997). Representation: Cultural representations and signifying practices. Sage Publications.

9. Jeffrey, R. (2000). India's newspaper revolution: Capitalism, politics and the Indian-language press, 1977–99. Oxford University Press.
10. Jenkins, H. (2006). Convergence culture: Where old and new media collide. NYU Press.
11. Kamlesh, M. L. (n.d.). UGC NET Digest Teaching and Research Aptitude. Khel Sahitya Kendra.
12. Krippendorff, K. (2018). Content analysis: An introduction to its methodology (4th ed.). Sage Publications.
13. Madaan, K. V. S. (2019). UGC NET Teaching and Research Aptitude Paper 1 (4th ed.). Pearson India.
14. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.
15. Mitra, A. (2021). Digital India and the role of social media. Springer.
16. Nichols, B. (2010). Introduction to documentary (2nd ed.). Indiana University Press.
17. Ninan, S. (2007). Headlines from the heartland: Reinventing the Hindi public sphere. Sage Publications.
18. Thakurta, P. G. (2012). Media ethics: Truth, fairness, and objectivity. Oxford University Press.
19. Thussu, D. K. (2006). Media on the move: Global flow and contra-flow. Routledge.