

SGT UNIVERSITY

Faculty of Mass Communication and Media Technology

Syllabus for PhD Course Work

Objectives of the course

SGT University is recognized as one of the leading universities in India. It is known for high quality education and research in various academic disciplines. Communication and Mass Media Research, however, are relatively new research disciplines. With the rapid changes in the field of mass media in India, scientific enquiry into various aspects related to mass communication becomes necessary. Contemporary communication research by Indian scholars which meets international standards and which can contribute relevant knowledge to the understanding of the various phenomena is, therefore, the need of the hour. The Ph.D. Course Work prescribed by SGT University for Communication and Journalism aims to acquaint research scholars with the latest trends in communication research and equip them to carry out scientific research with the rigour expected from research scholars of SGT University.

Details of Syllabus

Unit - 1

Mass Communication and its concepts

- a.** Mass communication, mass communication in India.
- b.** History, growth and development of print and electronic media. Major landmarks in print and electronic media in Indian context.
- c.** Press Council and Press Commissions of India, status of journalism and media education in India.
- d.** Models and theories of mass communication, normative theories.

Unit - 2

Development Communication and Social Change

- a.** Concept and definition of development communication, role of media and journalism in society.

b. Deconstruction of dominant paradigm of communication and development. Responses and critique of dominant models.

Unit - 3

Journalism and News Reporting

a. Concept of Journalism, News-concepts, determinants (values), structure and perspectives. Reporting for print, radio, television and digital media. Types of reporting. National and international news agencies and feature syndicates, functions and role.

b. Writing for print, electronic and new media.

Unit - 4

Advertising and PR

a. Definition, concept, functions, types, evolution of advertising, standards and ethics in advertising. Theories and models of communication in advertising.

B. Public Relations and Corporate Communication - definition, concept and scope.

Unit - 5

Media Laws and Ethics

a. Concept of law and ethics in India and rest of the world.

b. The Constitution of India, historical evolution, relevance.

c. Concept of freedom of speech and expression in Indian Constitution.

Unit - 6

Film and Visual Communication

a. Film and television theory.

b. Approaches to analysis of Indian television.

c. National cinema movements: Soviet Montage cinema, German Expressionistic cinema, Italian Neo-Realistic cinema, French New Wave cinema, British New Wave cinema, Indian New Wave cinema, Period cinema. Cinema in the new millennium.

Reading list

1. Mcquail Denis, (2005), Mass Communication Theory, New Delhi: Vistaar Publication.
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4. Narula Uma, (2009), Mass Communication Theory and practice, New Delhi: Her-Anand publication.
5. Dissanayake Wimal (1988) Communication Theory: The Asian Perspective, Singapore: AMIC
6. Singhal Arvind, Dearing James (Ed.2006) Communication of Innovations: A Journey- with Everett Rogers, Sage.
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10. Melkote R. Srinivas, Steeves H. Leslie, (2001), Communication for Development in the Third World, New Delhi: Sage Publication.
11. Straubhaar D. Joseph, (2007), World Television from Global to Local, New Delhi: Sage Publication.
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13. Kurian George, (1981) World Press Encyclopedia Vol. 1, 2, New York: Facts on File Inco.
14. Government of India, Ministry of I & B, (-) Report of the Second press Commission, New Delhi.
15. Murthy Krishna Nadig, (1966) Indian Journalism from Asoka to Nehru Prasaranga, Mysore: University of Mysore
16. Ninan Sevanti, (2007) Headlines from the Heartland, Sage, New Delhi.
17. Bhattacharjee Arun, (1972) The Indian Press Profession to Industry, New Delhi: Vikas Publication.
18. Bhargave G.S., (2005) The press in India An overview, Natinal Book Trust New

Delhi

19. Khandekar - Kolhi Vanita, (2010) The Indian Media Business, The revised third edition, New Delhi: Response.
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21. Chatarjec P.C. (1987) Broadcasting in India, New Delhi: Sage.
22. John Harley, Fiske John (1978) Reading Television, London: Methuen.
23. Boyd Andrew (1990) Broadcast Journalism: oxford Heinermann professional publishing.
24. Wilby Pete (1996) The Radio Handbooks, London: Routledge
25. York Ivor (1990) Basic Television Reporting, London: Focal Press
26. Fraser, Colin and Estrada Rastrepo Sonia (2001) Community Radio Handbook, Paris: UNESCO
27. Malik Kanchan, Pavarala Vinod (2007) Other Voices, New Delhi: Sage
28. Aiyer Balakrishna (2005) New Delhi, Authors Press
29. Wulfemeyer Timk (2005) Beginning Radio – TV News Writing New Delhi: Surjeet Publication
30. Gaur M.M. (2006) Electronic Media, New Delhi: Omega Publication.
31. Jaishri Jethwaney and N.N Sarkar: Public Relations Management
32. Jaishri Jethwaney and Shruti jain: Advertising Management
33. M. Neelamalar: Media Law And Ethics