



**DAYANANDA SAGAR
UNIVERSITY**

College of Journalism and Mass Communication

Syllabus for PhD Entrance Examination in Journalism and Mass Communication

PROGRAM	PhD
SEMESTER/YEAR	2025
SUBJECT	Media, Journalism and Mass Communication

Objectives:

- To test the research student's in-depth knowledge of media and journalism
- To test the student's understanding of issues and challenges media faces today
- To test the students' awareness about specific problems in media and society
- To test the students' awareness of the trends and current developments
- To help them to identify their core interests and do impactful analysis and research

Module 1: Introduction to Media

Communication Process, Storytelling, Narratives, Realities, Representation, Traditional Theatre and Folk Media, Evolution of Media in the era of Technology, Radio, Newspaper, Advertising, Public Relations, Digital Platforms, Television, Cinema, etc.

Module 2: Journalism and Society

Social Psychology and Journalism, Role of Journalism as the Fourth Estate, Content Creation and Consumption Trends, Journalism and Gender, Journalism for the New-age Consumer, Fake News, Media Literacy, Data-driven Journalism, Development Journalism, Media Alignment with Global Sustainable Development Goals, Culture and

Journalism, Ethics in Journalism, Writing and Language as a Tool for Effective Journalism, Rise and role of the journalism influencer

Module 3: Technology and Journalism

Role of Technology and Trends in Visual Media, Social Media and Traditional Media, Technology impact on Radio and Television, Role of Animation, Graphics and Design in Multimedia Journalism, Impact of Artificial Intelligence in Journalism

Module 4: Media Economy and Business

Ownership of News and Non-news Media, Political and Economic Linkages, Traditional versus New Media Organisation Structures, Information Economy, Paid Content, Content Marketing, Issues affecting the Media Business in India, Media Start-ups and Innovation, Revenue Models, Investments and RoI, Role of Government in Media Business

Module 5: News and Non-News Marketing

Role of Branding and Marketing in News Media and Entertainment, Music and Cinema, Podcasting, Role of Public Relations, Advertising, Events in Media, Social Media Marketing, Marketing Analytics

Focus of assessment will be general knowledge, media awareness and current affairs.

Essential Reading and References (not limited to):

1. *Media management: A casebook Approach* by George Sylvie, Jan Wicks, LeBlanc, C. Ann Hollifield
2. *Handbook of Media Management And Economics* by Alan B. Albaran, Sylvia M. Chan-Olmsted, Michael O. Wirth

3. *Managing Media Services: Theory and Practice* by William D. Schmidt, Donald Arthur Rieck
4. *Sports and Entertainment Management* by John L. Brooks, John R. Brooks
5. *Communication – A first look at Communication Theory* by Em Griffin, Edition VIII, McGraw Hill (2011)
6. *Handbook of Communication Models, Perspectives, Strategies* by Uma Narula, Atlantic Publishers (2006)
7. *Communication for Development and Social Change* Published by Sage India (2007)
8. *Communication* by Larry Barker, Edition VIII, McGraw Hill (2009)
9. *Communication and Human Behaviour* by Brent Ruben and Lea Stewart, Edition V (2008)
10. *Media in Modern India* by Manoj Rajan
11. *Dictionary Of Media And Journalism: Tv, Radio, Print And Internet* by Chandrakant P. Singh
12. *No Limits: Media Studies* by Ravi Sundaram
13. *Media in the Swirl* by Ravi K Dhar, Pooja Rana
14. *Media, Gender And Popular Culture In India: Tracking Change And Continuity* By Sanjukta Dasgupta, Dipankar Sinha, Sudeshna Chakravarti