



DRAVIDIAN UNIVERSITY
Centre for Off-Campus Education & Research
Syllabus for M.Phil/Ph.D Journalism
Paper II: Broad Field

UNIT – I:

Communication – Kinds of Communication – Its role in Social, cultural, political and economic spheres of life – Different types of media and their characteristics – traditional media – Functions of Media – Participatory communication – Communication for development.

UNIT – II

Writing for media, Kinds of writing, Tool & Techniques of writing, Editing – techniques and skills.

UNIT – III

Development and growth of Radio, FM radio, program – Scripting for radio – Development and growth of Television – program formats – commercial television networks – Different kinds of films, impact of films in society, Media Ownership and Management.

UNIT – IV

Introduction to new media technology – Types of technologies – Use and application of technologies, impact on society.

UNIT – V:

Advertising and Public Relations – Tools and techniques – Campaigns – Principles and stages of campaign planning – sales promotion and personal selling – Public relations as an effective means of Organizational & Social Communication, Corporate image, Crisis management.



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Model Question Paper for M.Phil/Ph.D Journalism
Paper II: Broad Field

Time: 3 Hours

Max marks: 100

Answer any Five Questions

All Question Carry Equal Marks

5x20=100

1. List the various types of communication and explain their characteristics.
2. Explain the role of traditional media in the development of rural people.
3. Write a feature, not exceeding 300 words on “ Global Climate Change “.
4. Newspaper designing is an art in itself – discuss.
5. Discuss the impact of foreign media on Indian culture.
6. Write a 10 minutes TV script based on the interview with the Chief Minister of Andhra Pradesh.
7. You are asked to plan a campaign on “educating the girl child “ in Andhra Pradesh. How would you go about it ? Explain the various stages in detail.
8. What is the role of radio in community development ? Discuss with examples.
9. What is web journalism ?
10. Explain the applications of new media technology in e-governance.
