

PhD Entrance Examination 2025

Syllabus for PhD entrance exam – Media Studies

Journalism and Mass Communication

- Foundations of Communication
- Media Theories and Concepts
- Journalism Studies
- Film Studies & Cinema
- Photography & Visual Communication
- Animation & Digital Imaging
- Print Media, Editing & Design
- Broadcast Journalism (Radio & TV)
- Mass Media Industry & Organisations
- Public Relations, Corporate Communication & Advertising
- New Media & Digital Culture
- Media Production Studies
- Media and Society
- Semiotics & Cultural Studies
- Communication Research Methods
- Media Law, Policy & Governance
- Contemporary Issues in Media
- Development Communication

Research Methodology

- Foundations of Research
- Types of Research
- Research Problem & Hypothesis
- Research Design
- Sampling Techniques
- Data Collection Methods
- Measurement & Scaling
- Qualitative Research Methods
- Quantitative Research Methods
- Statistical Analysis

- Data Analysis (Qualitative & Quantitative)
- Reliability & Validity
- Literature Review
- Research Ethics
- Academic Writing & Referencing
- Media & Communication Research Approaches