

# **UGC NET Syllabus for Mass Communication and Journalism**

## **Unit-I**

Communication and Journalism -Basic terms, Concept and definition , types and process

Types of Communication

Mass Communication -nature of media and content

Mass communication in India-Reach, access and nature of audience

## **Unit-II**

Role of media in society

Characteristics of Indian Society-Demographic and sociological impact of media in general

Impact of media on specific audience-Women , children etc.

Mass media effects studies and their limitation

Mass campaigns for specific issues-Social concerns environment, human rights, gender equality  
the press , radio television, cinemas, and traditional form of communication

## **Unit-III**

Journalism as a profession

Journalists -their role and responsibilities

Indian constitution and freedom of speech

research restriction

Ethics and Journalism

Career in journalism and mass media

Training -problems perception and response by the industry

Media management-principles and practices

Professional organization in media

media laws in India

## **Unit-IV**

History of Print and Broadcast media in general with particular reference to India

Post -independent development in print

news paper-English and Indian Languages press-major landmarks

Magazines-their role book phase and contemporary situation

Small newspaper-Problems and prospects

Press commission , press Counsels-their recommendation, radio rural forums and local  
broadcasting-General and specific audience programmes

Development of television Perception, initial development and experimental approach, SITE,  
phase and evaluation, Expansion of television-Post Asia phase, issues concerns and debate over a  
period of time

Committee in Broadcasting-Background, recommendation and implementation

Cinema-Historical overview and contemporary analysis-Commercial , parallel and documentary  
genres-Problems and Prospects for the films industry

## **Unit-V**

Communication and theories of social change

Role of media in social change-Dominant paradigms

Critic of the dominant paradigms and alternative conception

Development initiatives-State, market and the third force(NGO sector)

Participatory approaches in commodity media-Ownership and management perspectives

## **Unit-VI**

Introduction of research methods and process

mass Communication and research-Historical overviews

Administrative and critical traditions

Effects research-Strengths and limitations

Communication research in India-Landmark studies related to SITE

Content analysis-Quantitative and qualitative approaches

market research and its relationship to communication particularly advertising

Sampling techniques-Strengths and limitations

Statistical method of analysis basics

## **Unit-VII**

Colonial Structure of communication

Decolonization and aspiration of nations

Conflicts related to media coverage and representation

International news agencies-Critique

MacBride Commission-recommendation and policy options

Contemporary issues to transnational broadcasting and its impact on culture, various perspectives and cultural impact

Convergence of media-Problems and options

Media policies in an international context

India's position and approach to international communication issues

## **Unit-VIII**

radio & TV and Video and media of Communication

Grammar of TV and Radio and Video

The production team

Role of Producer

Different types of programmes

Writing for Radio

Writing for TV-researching for Script

The Visual language Camera Movement

Basic theories of composition-Cause and commands

Format for Radio Television-News Sitcoms, Features, Commercial, Operas, Documentation, Cinema, Theater, Drama

Editing, theory and Practices  
Sound Deign, Microphones, Sets and Lighting  
Satellite, Cable television , Computers , Microchips

### **Unit-IX**

Advertising  
Marketing  
Ads Copy and Layout  
Public Relations  
Public Opinion  
Propagandas

### **Unit-X**

the Techniques  
Different forms of writing  
Printing Technology ad Production methods  
News Agencies  
Syndicates and Freelancing  
Specialized areas of Journalism

### **Instructions to Candidates**

1. Candidate must bring Admit Card and any one of the original photo-identity proofs at the time of entrance test, like Aadhar Card, Voter ID, Driving License, PAN Card or Passport etc.
2. You must report at examination center 30 minutes prior to start of examination.
3. The duration of examination is Two hours (120 minutes).
4. Question paper shall consist of 100 multiple choice (four alternatives) objective type questions carrying one mark each. Section-I will contain 50 questions of Research Methodology and Section-II will contain 50 questions of Subject Area. Candidate must attempt all the questions.
5. Qualifying marks shall be 50% for General Category and 45% for Reserved Categories.
6. Each question will have only one right answer. Candidate has to darken the circle of right answer.
7. Question attempted with two or more answers will not be evaluated.
8. There is no negative marking for wrong answers.
9. Use of calculator is not allowed..
10. The medium of the examination is English only.
11. No extra sheet will be provided for the rough work. Use the space inside the question paper pages for rough work.
12. Carrying mobile phones, electronic gadgets, notes or extra papers in examination hall is strictly prohibited.
13. Indulging in any form of unfair means, canvassing, impersonation or misbehavior with examination staff will result in disqualification of your candidature



## **Syllabus, Pattern & Instruction for M.Phil Entrance Test 2019-20**

### **Instructions for Paper setters (Pattern)**

1. The duration of examination is Two hours (120 minutes).
2. Question paper shall consist of 100 multiple choice (four alternatives) objective type questions carrying one mark each. Section-I will contain 50 questions of Research Methodology and Section-II will contain 50 questions of Subject Area. Candidate must attempt all the questions.

### **1. Syllabus of Research Methodology**

Research: Meaning, definition and scope, Steps in Research: defining the research problem, review of literature, hypothesis formulation, panel study, data collection, presentation, analysis and interpretation of data and presentation of results. Research Design: Meaning, Types –Descriptive, Diagnostic, Exploratory, and Experimental. Data Interpretation: Sources, acquisition and interpretation of data; quantitative and qualitative data; graphical representation and mapping of data, classification, tabulation, depiction of data. Statistics in research: Percentages, Frequency distribution, Averages, Measures of Central tendency, Arithmetic mean, Median, Mode, Geometric Mean, Harmonic Mean, Dispersion, Range, Mean Deviation, Standard deviation, Root mean square deviation, Variance, Moments.

### **2. Subject wise syllabus (Journalism & Mass Communication):**

UGC National Eligibility Test (NET) for Junior Research Fellowship and Lecturer-ship syllabus will be same for MPhil (Journalism and Mass Communication) Entrance Test.

# M.Phil Entrance Examination 2019-20

(Specimen Copy)

## Instructions

1. The duration of examination is Two hours (120 minutes).
2. Question paper shall consist of 100 multiple choice (four alternatives) objective type questions carrying one mark each. Section-I will contain 50 questions of Research Methodology and Section-II will contain 50 questions of Subject Area.

Candidate must attempt all the questions.

## Section – I (Research Methodology)

1. Mean, Median and Mode are:

- (a) Measures of deviation
- (b) Ways of sampling
- (c) Measures of control tendency
- (d) None of the above

2. Research is

- (a) Searching again and again
- (b) Finding solution to any problem
- (c) Working in a scientific way to search for truth of any problem
- (d) None of the above

3. Which of the following is the first step in starting the research process?

- (a) Searching sources of information to locate problem.
- (b) Survey of related literature
- (c) Identification of problem
- (d) Searching for solutions to the problem

4. A common test in research demands much priority on

- (a) Reliability
- (b) Useability
- (c) Objectivity
- (d) All of the above

5. Action research means

- (a) A longitudinal research
- (b) An applied research
- (c) A research initiated to solve an immediate problem
- (d) A research with socioeconomic objective

6. A reasoning where we start with certain particular statements and conclude with a universal statement is called
- (a) Deductive Reasoning
  - (b) Inductive Reasoning
  - (c) Abnormal Reasoning
  - (d) Transcendental Reasoning

## **Section II: (Journalism & Mass Communication)**

7. Rogers and Shoemaker's paradigm of the innovation-decision process, indicate four Steps. Choose the correct sequence of these steps.

- (a) Knowledge, decision, persuasion, and confirmation
- (b) persuasion, decision, Knowledge, and confirmation
- (c) Knowledge, persuasion, decision and confirmation
- (d) persuasion, Knowledge, decision, and confirmation

8. According to Wilbur Schramm, which one of the following is a value free asset?

- (e) Culture
- (f) Technology
- (g) Religion
- (h) None of these

9. What is pluralism?

- (i) It is a social structure that allows and assures the distribution of multiple messages.
- (j) It is a society state under which, people can choose the media vehicles according to their tastes and preferences.
- (k) It is a ruling of an autocratic ruler that forces the masses (under his control) to choose a number of media for collecting information.
- (l) None of these

10. Public Relations does not include:

- (m) Improving communication
- (n) Elimination of misunderstanding
- (o) Management social philosophy
- (p) Barrier between the truth and the public

11. What is the concept of Mass Press?

- (q) Publish newspapers to get large reading audiences
- (r) Publish newspapers to keep the newspaper cost at the lowest ebb
- (s) Publish newspapers to attract large audiences by keeping the newspaper cost low but giving wholesome entertainment
- (t) Only (A) and (B)

12. Libertarian theory is also called---

- a. Authoritarian theory
- b. Social responsibility theory
- c. Free Press theory
- d. Communist Media theory

13. The Conditional Access System allows the viewers to

- (u) Select TV channels of their choice
- (v) Interact with TV channels through the set-up boxes
- (w) Cut down the costs of television viewing

(x) None of these