

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES**  
(Deemed to be University under section 3 of the UGC Act 1956)

**Ph.D ADMISSION TEST (MR-PAT)**

**Ph.D. in Journalism and Mass Communication**

**Module 1: Media Theories and Frameworks**

- 1.1 Core Media Theories (Agenda-Setting, Uses and Gratifications, Cultivation, Social Learning, Two-Step Flow, Spiral of Silence)
- 1.2 Advanced Theories (Hypodermic Needle Theory, Diffusion of Innovations, Framing Theory, Media Dependency Theory)
- 1.3 Media Ecology and Marshall McLuhan's "The Medium is the Message"

**Module 2: Semiotics and Media Analysis**

- 2.1 Introduction to Semiotics (Signs, Signifiers, Denotation, Connotation)
- 2.2 Application of Semiotics in Media (Advertising, Film, News Narratives)
- 2.3 Structuralism and Post-Structuralism in Media Studies

**Module 3: Research Methods in Media Studies**

- 3.1 Qualitative and Quantitative Research Methods (Content Analysis, Ethnography, Surveys, Correlational Research)
- 3.2 Statistical Tools (Standard Deviation, Correlation Coefficient, Hypothesis Testing)
- 3.3 Ethical Considerations (Informed Consent, Confidentiality, Research Integrity)

**Module 4: Journalism Practices and Ethics**

- 4.1 Historical Context (Father of Indian Cinema, Muckrakers, Newsroom Diversity)
- 4.2 Journalistic Practices (Gatekeeping, Off the Record, Crisis Communication)
- 4.3 Regulatory Frameworks (Role of Press Council of India, Ethical Reporting Standards)

**Module 5: Advertising, Public Relations, and Society**

- 5.1 Advertising Strategies (Audience Segmentation, Conversion Rates, Product Placement)
- 5.2 Public Relations (Media Relations, Reputation Management, Crisis Communication)
- 5.3 Community Media (Role of Community Radio in Social Empowerment, Digital Media's Two-Way Communication)

**Module 6: Media, Culture, and Society**

- 6.1 Cultural Studies Theories (Hegemony, Encoding/Decoding, Reception Theory)
- 6.2 Transactional Model of Communication and Media's Role in Shaping Public Opinion
- 6.3 Impact of Media on Social Behaviors and Identity Formation

**Suggested Readings:**

1. "Mass Communication Theory: Foundations, Ferment, and Future" by Stanley J. Baran and Dennis K. Davis
2. "Semiotics: The Basics" by Daniel Chandler
3. "Media, Culture and Society: An Introduction" by Paul Hodkinson
4. "Understanding Media: The Extensions of Man" by Marshall McLuhan
5. "The Media and Modernity: A Social Theory of the Media" by John B. Thompson

**Weblinks:**

- <https://www.tandfonline.com/toc/hmcs20/current> (Journal of Media and Communication Studies)
- <https://www.presscouncil.nic.in/> (Press Council of India)
- <https://ijoc.org/index.php/ijoc> (International Journal of Communication)
- <https://semioticon.com/> (Semiotic Resources)