

Syllabus of the PhD Department Level Screening/ Entrance Test – CUHP2017

Journalism and Mass Communication

1. Research Methodology
2. Communication Theories and Models
3. News Reporting
4. Editing Principles and Practices
5. Advertising
6. Public Relations and Corporate Communication
7. Development Communication
8. Film Studies
9. Media and Social Issues
10. Mass Communication Laws and Ethics
11. History of Mass Communication
12. ICT and Media
13. Intercultural Communication.
14. Photo Journalism
15. Computer Applications for Journalists.