

Ph.D Entrance Syllabus – Media Management

1. Introduction to Media
2. Media Institution with definitions and characteristics of Media Institutions.
3. Media in relation to other institutions
4. Media and Audience e) Media and advertising
5. Media and the government
6. Regulation of media institutions
8. Media Institutions and Power
9. Institutions and globalization.
10. Media Culture and Entertainment
11. Media Text Analysis
12. Video Story Telling
13. Film and Media
14. OTT and Digital Media Production