

**S K Somaiya College**  
**Admission Manual**

Ph.D. Programme  
Mass Communication and Journalism

July 2021

Visit for Further Details: <https://www.somaiya.edu/en/phd/>

## About Somaiya Vidyavihar University

**On 26th August 2019, Somaiya Vidyavihar University has become a reality**

A new milestone in a glorious ongoing journey established in 2019, Somaiya Vidyavihar University, Mumbai recognised by the University Grants Commission (UGC). Somaiya Vidyavihar, with over six decades of rich experience in building and managing educational institutes of great repute, is the sponsoring body. With over six decades of rich experience Somaiya Vidyavihar has become a self-finance Private University. Somaiya Vidyavihar University is the first private university in Mumbai vide the Maharashtra Self- Financed Universities (Establishment and Regulation) Act 2013. With this status, we now have the academic, administrative, and financial freedom, to achieve the dreams as imagined by our founders. We have a dream to build and support a world class institution, one that is proudly Indian, and excels in education, research and service. Somaiya Vidyavihar University will be a place where knowledge is preserved, disseminated, and new knowledge is created. It will be global in the reach of its ideas and universal in its service. Operational from 26th August 2019, Somaiya Vidyavihar University is a place where you can explore new possibilities, pursue your passion and above all, find yourself.

### *Our History*

**An all-round education must integrate Indian culture, values & morality into the curriculum.**

In just five decades it has grown into a large educational complex with 34 institutions catering to diverse fields of education such as Humanities, Engineering, Education, Medicine, Management, Pure Sciences and Mass Communication, with more than 39000+ Candidates and 3000+ Faculties and staff on a throbbing 65 acre campus.

The Somaiya Vidyavihar Complex was founded in 1959 by late Shri K.J. Somaiya (1902-1999). Endowed with a sharp business acumen, a balanced perspective and a social bent of mind, Karamshibhai set up the Somaiya Trust in 1953 for furthering his dream of shaping young minds through quality education. For this purpose, he bought a large area of land at Ghatkopar, then considered to be distant, meagrely populated.

### *Our Vision*

Our Founder, Padmabhushan Shri K. J. Somaiya founded Somaiya Vidyavihar on the 9th of September 1959. He later founded the Girivanvasi Pragati Mandal, The K J Somaiya Medical Trust, Girivanvasi Education Trust and sister institutions to make great citizens of India and the World. In the words of Swami Vivekananda, “We want that education by which character is formed, strength of mind is increased, and the intellect expanded, and by which one can stand on one’s own feet.” We have now grown into a multi-disciplinary and multi-campus education institution with over 1500 faculty, and 38, 000 candidates.

***The Somaiya Vidyavihar University admitted 3000+ candidates in 100+ UG/PG/PhD/PG Diploma/Diploma/Certificate programmes in the very first year of establishment.***

## About Research Center

SKSCRCMCJ is the research arm, aimed at promoting and creating valuable research opportunities and producing white papers.

The PhD program is designed to prepare independent scholars for academic careers in teaching and research in mass communication and related fields. Candidates will build a solid foundation in the discipline through multifaceted exploration of the theories and methods that influence the shape and scope of mass communication research. Candidates are strongly encouraged to develop their own theoretical and methodological approach to mass communication research and to interact and collaborate with multidisciplinary faculty on cutting-edge research in mass communication in the global and multicultural context.

A significant part of the Centre is to now acknowledge the role of practice-based research in creating new knowledge and pushing the boundaries of existing art and media practices within academia.

Mass Communication & Journalism Research Center (SKSCRCMCJ) engages in the conduct of rigorous interdisciplinary research; hosts symposia and conferences; provides state-of-the-profession trainings and workshops; facilitates a dialogue among working journalists, industry executives, consumer and public interest groups, and policy makers and sponsors events and proceedings that critique and define emerging developments in the journalism profession.

**Ph.D. Admission Eligibility for Somaiya Vidyavihar University (SVU): Minimum Qualifications for Admission**

Subject to the conditions stipulated in the Regulations, the following candidate are eligible to seek admission to the Ph.D. Programme

i.	Master's degree or a professional degree declared equivalent to the Master's degree by the corresponding statutory regulatory body, <b>with at least 55% marks in aggregate or its equivalent as per UGC regulations.</b>
ii.	A person whose Master's dissertation has been evaluated and the viva-voce is pending may be admitted to the Ph.D. Programme but subject to completion of Master's degree before provisional admission to SVU Ph.D. Programmes.
iii.	Candidates possessing a Degree considered equivalent to Master's Degree of an Indian Institution, from a Foreign Educational Institution accredited by an Assessment and Accreditation Agency which is approved, recognized or authorized by an authority, established or incorporated under a law in its home country or any other statutory authority in that country for the purpose of assessing, accrediting or assuring quality and standards of educational institutions, shall be eligible for admission to Ph.D. Programme.
iv.	Candidate not having Master's degree but having research / work / professional experience or possessing post graduate diploma <b>may appear for Ph.D. Entrance Examination of SVU</b> subject to such candidates need to apply separately to SVU for obtaining equivalence for Master's degree. The SVU will have final rights reserved to give such equivalence as per the regulations. Such candidates must possess undergraduate degree with <b>at least 55% marks in aggregate or its equivalent as per UGC regulations.</b> The relaxation will be as per UGC norms from time to time.
v.	<b>MUST</b> have qualified score of <b>Ph.D. Entrance Examination of SVU</b> – mandatory eligibility criteria for all candidates.
vi.	<b>Candidates exempted</b> from appearing for Ph.D. Entrance Examination of SVU <b>MUST fill the application form</b> as per the schedule displayed on website. The exempted candidates <b>need not pay the application processing fee.</b>
vii.	A No Objection Certificate (NOC) in prescribed format from the employer in case of those who are applying to Ph.D. Programme as a sponsored candidate.

**Eligibility at UG/PG Degree**

<b>Branch of study at UG</b>	B.A. Mass Communication and Journalism B.A. English
<b>Branch of study at PG</b>	Journalism Advertising & PR Editing & Reporting Gender Communication Media Planning & Buying Brand Management Mass Media Research Corporate Communications Media Laws & Ethics.

**Exemption Criteria for SVU Ph.D. Entrance Examination**

Candidates who qualified in UGC - CSIR -NET-JRF/ ICMR-JRF / DBT-JRF (BET)/ INSPIRE/ Prime Minister’s Fellowships and those qualified in any of the UGC recognized national or state level eligibility tests with a valid fellowship in the relevant subjects.

**However, the candidates who fulfill the above criteria MUST fill the application form as per the schedule displayed on the website.**

**Pattern and syllabus of SVU Ph.D. Entrance Examination**  
**Subject of Entrance Examination: Mass Communication and Journalism**

The SVU Ph.D. Entrance examination will be proctored/supervised close book examination

**Paper-1 General Aptitude Test – MCQs Online test of 30 marks with 30 questions - duration of the test 30 min.- no negative marking and options**

- a) Logical Reasoning
- b) Numerical Ability
- c) Reasoning and Language Aptitude

**Paper - 2: Subject Specific Test – Online of 70 marks - duration 1 and half hours**

- a) Multiple Choice Questions – Maximum marks – 10 - MCQs online or offline test of 10 marks with 10 questions - **no negative marking and option**
- b) Theoretical / Descriptive Questions – Maximum marks 60 – online or offline descriptive type six questions each of 15 marks - **any four to be solved**

## Syllabus for Entrance Examination

### UNIT I- COMMUNICATION & JOURNALISM

- Basic terms- definition, Types, concepts, nature and process.
- Mass Communication in India - Reach, access and nature of audience.

### UNIT II- ROLE OF MEDIA AND SOCIETY.

- Characteristics of Indian society.
- Impact of media on specific audiences- women, children etc.
- Mass campaigns for specific issues- social concerns, environment, human rights, gender equality.
- The Press, Radio, Television, Cinema and traditional forms of communication.

### UNIT III- Journalism as a profession

- Indian Constitution and Freedom of Press
- Ethics and Journalism
- Careers in Journalism and Mass media, Freelancing
- Research restrictions.

### UNIT IV- PRINT AND BROADCAST MEDIA

- History of Print and Broadcast media in general with particular reference to India, Major landmarks.
- Newspapers and Magazines- English and Indian languages.
- Press Council, The Press Commission- Their recommendations.
- Development of Radio after Independence- Extension role, general and specific audience programs.
- Development of Television- perception, initial development and experimental approach.
- SITE- phase and evaluation.
- Cinema- historical overview and contemporary analysis, Commercial, parallel and documentary genres.

### UNIT V- COMMUNICATION AND THEORIES OF SOCIAL CHANGE

- Role of media in social change – dominant paradigm.
- Developmental initiatives- State, market and third force (NGO sector).
- Participatory approaches and community media, ownership and management perspectives.

UNIT VI- INTRODUCTION TO RESEARCH METHODS AND PROCESS

- Mass communication research –historical overview.
- Communication research in India-Landmark studies related to SITE.
- Content Analysis-Qualitative and Quantitative approaches.
- Sampling techniques- strengths and limitations.
- Statistical methods of analysis.

UNIT VII - RADIO, TV AND VIDEO AS MEDIA OF COMMUNICATION

- Role of producer
- Writing for Radio.
- Writing for TV- Researching for scripts.
- Camera movements.
- Formats for Radio, TV.
- Sound design, microphones, sets and lighting.
- Satellite, Cable TV, computers and microchips.

UNIT VIII - ADVERTISING

- Advertising
- Marketing
- Ad copy and layout
- Public Relations.
- Public Opinion
- Propaganda.

**Documents Required**

1. UG Degree or equivalent Mark List
2. UG Degree certificate
3. PG Degree or equivalent Mark List
4. PG Degree or equivalent certificate
5. AADHAR card
6. Degree equivalence / eligibility certificate – wherever is applicable
7. Migration certificate
8. Two colour passport size Photograph
9. If appearing the PG degree examination – bonafide certificate
10. If employed, then No Objection from the employer – at the time of provisional admission

Somaiya Vidyavihar University

Sr. No.	Steps adapted for Ph.D. Programme
1.	Advertisement in the newspaper
2.	Acceptance of the applications for Ph.D. entrance examination along with applications processing fee
3.	Execution of Ph.D. entrance examination for all PhD programmes
4.	Results of Ph.D. entrance examination
5.	Selection process - Display of list of eligible shortlisted candidates for interview
6.	Selection process – Interviews of shortlisted candidates
7.	Display of shortlisted candidates for provisional admission
8.	Provisional admission and payment of fees in accounts/admin office of the colleges.
9.	Orientation and beginning of the yearlong two semester course work
10.	Allotment of the guide at individual college level / department (within the first six months of provisional admission)
11.	In the first year, first semester is course work, which includes teaching learning, continuous evaluation and ESE examination (Comprehensive examination). The second semester will have dedicated research activities, lab rotation and research proposal drafting & presentation and its evaluation.
12.	Research proposal presentation (Qualifying examination)
13.	KT examination for the semester I and II for unsuccessful candidates or for grade improvement
14.	Issue of mark sheets for course work of semester I and II
15.	Topic approval of the thesis work (after Qualifying course work examination)
16.	Registration for Ph. D programme
17.	Appointment of Examiners and chairman from Research Committee
18.	Annual Progress Seminars (APS) every June/July and Intermediate Progress Seminar (IPS) every January/February of the academic year
19.	Approval of examiners to present pre-synopsis in one of the APS and IPS
20.	Presentation of pre-synopsis and its approval by the examiners
21.	Submission of thesis
22.	Sending the thesis to reviewers
23.	Receipt of reviews about thesis from the reviewers
24.	Final defence of the thesis
25.	Submission of final corrected thesis after defence
26.	Issue of provisional degree certificate
27.	Issue of degree certificate



	The steps and the progress evaluation of Ph.D. students by the committee/examiners/experts will be as per the provisions of Ph.D. regulations
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<b>Fee Structure and payment for regular/confirm admission – as per schedule specified in notification from time to time</b>	
Particulars	@Total Fees per annum (₹)
Tuition Fee	73600
Development Fee	10000
Examination Fee	4400
Laboratory Fees	10000
Library Fee	2000
<b>Total (₹)</b>	<b>1,00,000/-</b>
<b>@ If paid provisional admission fee then should be debited from total fee</b>	
Link for fees payment (Fees will be accepted via online payment gateway only and in no case, it can be paid using any other type of mode of payment and to any office/person)	<a href="https://myaccount.somaiya.edu/#/login">https://myaccount.somaiya.edu/#/login</a>

<b>Payment of fees schedule for Provisional admission and subsequent years of Ph.D. programme</b>			
Program Academic Year	Particulars	Amount in Rupees (₹)	Payment Schedule
<b>First Year</b>	Provisional admission fee/ First Instalment	50,000/-	Within eight days from the date of receiving the offer letter
	Second Instalment	50,000/-	Within six weeks from the commencement of the Academic Year
<b>Second Year and Onwards</b>	First Instalment	50,000/-	Within first week from the commencement of the new Academic Year
	Second Instalment	50,000/-	Within six weeks from the commencement of the new Academic Year
Link for fees payment (Fees will be accepted via online payment only and in no case it can be paid using any other mode of payment and to any office/person)		<a href="https://myaccount.somaiya.edu/#/login">https://myaccount.somaiya.edu/#/login</a>	
<b>Note: Students have to pay the full fees of the program per year till the submission of the thesis</b>			

### Guidelines to do fee payment in Online Mode

There is a provision of ONLINE PAYMENT of college fees for student's convenience 24x7 on or before scheduled due date. Student will get notification from institute in three ways.

- 1) SMS
- 2) Email
- 3) Notification on [myaccount.somaiya.edu](http://myaccount.somaiya.edu) portal

In notification there will be a link to make the payment. You just need to click on the link and follow below simple steps to make the payment.

STEP 1: Link will take you to [myaccount.somaiya.edu](http://myaccount.somaiya.edu) portal. Use Somaiya SVV Net ID and password to login. Want to know more about [myaccount.somaiya.edu](http://myaccount.somaiya.edu) click on [https://somaiya.edu/media/pdf/SVVNetID\\_and\\_Email%20id.pdf](https://somaiya.edu/media/pdf/SVVNetID_and_Email%20id.pdf)

STEP 2: Login, select instalments and click on "Pay Now".

STEP 3: System will redirect to Online Payment Gateway. Fill the required information and follow payment options to complete the payment cycle.

STEP 4: After the successful payment, the payment receipt will be available at student's MyAccount portal

### Admission Cancellation policy of Ph.D. programme

If the candidate has accepted the allotted seat by paying the fees and later chooses/decides to withdraw from the programme of study, then cancellation option is available at his/her MyAccount login.

The college shall follow the below system for deduction of fees against the cancellation request for the candidate.

Sr. No.	Point of time when application for admission cancellation is received by college	Applicable Deduction
1	15 days or more before the date of commencement of academic term	Rs 5,000/-
2	Less than 15 days before the date of commencement of academic term	10% of total fees
3	Less than 15 days from the date of commencement of academic term	20% of total fees
4	On or beyond 15th day but within six weeks from the date of commencement of academic term	50% of total fees
5	More than six weeks from the date of commencement of academic term	100% of total fees

**Note:**

- Total Fees for the program per year is Rs. 1,00,000/-

- Tentative date of commencement of every academic term will be announced on website.

**Typical Sample example for further illustration to know about cancellation charges with reference to the date of commencement of term**

Refer the **below example** for clarification of Ph.D. admission cancellation policy

Assume that the academic term commences from **15th July** of a particular academic year. Based on this assumption, following table illustrates important dates of cancellation policy:

**Illustration:**

Sr. No.	Point of time when application for admission cancellation is received by college	Applicable Deduction
1	Cancellation on or before 30th June (up to 11.59pm)	Rs 5,000/-
2	Any time from 1st July to 14th July (up to 11.59pm)	10% of total fees
3	Any time from 15th July to 28th July (up to 11.59pm)	20% of total fees
4	Any time from 29th July to 25th August (up to 11.59pm)	50% of total fees
5	After 25th August	100% of total fees

**Process of getting documents submitted return**

After verifications of documents, within 7 days, documents will be returned to students.

**Contact**

Dr. Seema Sambrani  
Ph.D. Coordinator, SKSC

E-mail - [seema.sambrani@somaiya.edu](mailto:seema.sambrani@somaiya.edu) / [svu.phdcoordinators@somaiya.edu](mailto:svu.phdcoordinators@somaiya.edu)