

STATE ELIGIBILITY TEST

MASS COMMUNICATION AND JOURNALISM

(SYLLABUS)

SUBJECT CODE : 30

PAPER-II PAPER-III (Part A & B)

Unit-I

- Communication and Journalism – Basic terms, Concepts and definition, Nature 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 audiences-Women, children, etc.
- Mass media effects studies and their limitations
- Mass campaigns for specific issues-Social concerns, environment, human rights, gender equality
- The press, radio, television, cinema and traditional form of communication

Unit-III

- Journalism as a profession
- Journalists-Their role and responsibilities
- Indian Constitution and freedom of press
- Research restrictions
- Ethics and journalism
- Careers in Journalism and mass media
- Training –Problems, perception and response by the industry
- Media management-Principles and practices
- Professional organizations in Media
- Media Laws in India

Unit-IV

- History of Print and Broadcast media in general with particular reference to India
- Post-independent developments in print
- Newspapers-English and Indian language press-major landmarks
- Magazines-Their role, bookphase and contemporary situation
- Small newspapers-Problems and prospects
- Press Commission, Press Councils-Their recommendations and status
- Development of Radio after independence-Extension role, 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-Asiad phase, issues concerns and debates over a period of time

- Committees in broadcasting-Background, recommendations and implementation
- Cinema-Historical overview and contemporary analysis-Commercial, parallel and documentary genres-Problems and prospects for the film industry

Unit-V

- Communication and theories of social change
- Role of media in social change-Dominant paradigms
- Critique of the Dominant paradigm and alternative conception
- Development initiatives-State, market and the third force (NGO sector)
- Participatory approaches and community media-Ownership and management perspectives

Unit-VI

- Introduction of research methods and process
- Mass communication research-Historical overview
- 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 methods of analysis basics

Unit-VII

- Colonial structures of communication
- Decolonisation and aspirations of nations
- Conflicts related to media coverage and representation
- International news agencies-Critique
- MacBride Commission-Recommendations and policy options
- Contemporary issues related 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 as Media of Communication
- Grammar of TV & Radio and Video
- The production team
- Role of Producer
- Different types of programmes
- Writing for Radio
- Writing for TV-Researching for Scripts
- The Visual Language
- Camera Movements
- Basic Theories of Composition-Cues and Commands
- Formats for Radio-Television-News, Sitcoms, Features, Commercials, Operas,
- Documentaries, Cinema, Theatre, Drama
- Editing Theory and Practice

- Sound Design, Microphones, Sets and Lighting
- Satellite, Cable television, Computers, Microchips

Unit-IX

- Advertising
- Marketing
- Ad copy and Layout
- Public Relations
- Public Opinion
- Propaganda

Unit-X

- The Techniques
- Different forms of writing
- Printing Technology and Production methods
- News agencies
- Syndicates and Freelancing
- Specialised areas of Journalism
