

**Syllabus for the Recruitment Test for the post of  
Assistant Professor (College Cadre) in the subject of  
Mass Communication**

**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 organisations 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 programs.

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 Programs :

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.

DIRECTOR