

SUBJECT: MASS COMMUNICATION AND JOURNALISM

PAPER-II

SYLLABUS AND SAMPLE QUESTIONS

UNIT-1

Communication and journalism-Basic terms, Concepts and definition, Nature and process; Types of communication; Mass Communication- Nature of media and counter; Mass Communication in India- Reach, access and nature of audience

UNIT-2

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-3

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-4

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, book phase and contemporary situation; Small newspapers-Problems and prospects; Press communication, Press councils-Their recommendations and status; Development of Radio after independence-Extension role, radio rural forums and local broadcasting-General and Specific audience programmers; Development of television-Perception, initial development and experimental approach; SITE phase and evaluation; Expansion of television- Post-Asia 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-5

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-6

Introduction of research methods and process; Mass communication research- Historical overview; Administrative and Critical traditions; Effects research and its relationship to communication particularly advertising; Sampling techniques- Strengths and limitations; Statistical methods of analysis basics.

UNIT-7

Colonial structure of communication; Decolonisation and aspiration 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 culture impact; Convergence of media-Problems and options; Media Policies in an international Context; India's position and approach to international communication issues

UNIT-8

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, Theater, Drama; Editing Theory and practice; Sound Design, Microphones, Sets and Lighting; Satellite, Cable television, Computers, Microchips.

UNIT-9

Advertising; Marketing; Ad Copy and Layout; Public Relations; Public Opinion; Propaganda

UNIT-10

The Techniques; Different forms of writing; Printing Technology and production methods; News agencies; Syndicates and Freelancing; Specialized areas of journalism

SAMPLE QUESTIONS

1. The first chairman of Prasar Bharati was
 - (A) Nikhil Chakraborty
 - (B) Hiranmay Karlekar
 - (C) S.S. Gill
 - (D) Bareen sengupta
2. The daily newspaper 'Le Monde' is published from
 - (A) Boon
 - (B) Paris
 - (C) London
 - (D) Hydelberg
3. Which of the following is mismatch?
 - (A) Hindustan Times-New Delhi
 - (B) Hindu-Chennai
 - (C) Ananda Bazar Patrika-Patna
 - (D) The Times of India-Mumbai