

ANDHRA PRADESH

RECRUITMENT OF ASSISTANT PROFESSORS IN THE UNIVERSITY SYLLABUS FOR THE SCREENING TEST MASS COMMUNICATION AND JOURNALISM

SUBJECT CODE - 35

Unit – I

- Concept of Journalism and mass communication, mass communication in India.
- Communication and Journalism – Basic terms, Concepts and definition, Nature and Process.
- Types of Communication. Models and theories of mass communication, normative theories, administrative and critical traditions in communication
- Mass Communication – Nature of Media and Content.
- Mass Communication in India – Reach, access and Nature of Audience.
- History, growth and development of print and electronic media. Major landmarks in print and electronic media in Indian languages. Press Council and Press Commissions of India, .
- Technological determinism, critique of Marshall McLuhan's views on media and communication and Marxist approaches. Information and knowledge societies.

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.

- News-concepts, determinants (values), structure and perspectives. Reporting for print, radio, television and digital media. Critique of western news values, effect of new technology on global communication flows.
- Types of reporting. National and international news agencies and feature syndicates, functions and role.
- Writing for print, electronic and digital news media.
- Editing and presentation techniques for print, television and digital media.
- Journalism as profession, reportage of contemporary issues, ethics of reporting.
- Niche Reporting.

Unit – III

- Concept of freedom of speech and expression in Indian Constitution.
- Indian Constitution and freedom of press., **Reasonable** Restrictions.
- Ethics and Journalism.
- Defamation, Libel, Slander-IPC 499-502, Sedition IPC 124(A), Contempt of Courts Act 1971, Official Secrets Act 1923, Press and Registration of Books Act 1867, Working Journalists and other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act 1955, Wage Boards, Law of Obscenity (Section 292-294 of IPC); the Miller test, the Hicklin test, Indecent Representation of Women (Prohibition) Act 1986, Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989, Parliamentary Privileges. Famous cases involving journalists and news media organizations.
- Right to Information Act 2005, Copyright Act 1957, Intellectual Property Rights, Cable Television Network (Regulation) Act 1995, Information Technology Act (relevant) 2000 and cyber laws, Cinematograph Act 1952, Film Censorship, Press Council Act as amended from time to time, IPR, ASCI, Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, Various regulatory bodies for print, TV, Advertising, PR, and Internet.
- Rules, regulations and guidelines for the media as recommended by Press Council of India, Information and Broadcasting ministry and other professional organizations, adversarial role of the media, human rights and media.

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 on 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

- Definition, concept, constructs and approaches to communication research process.
- Research Designs - types, structure, components, classical, experimental and quasi experimental, variables and hypotheses; types and methods of research; basic, applied, descriptive, analytical, historical, case study, longitudinal studies.
- Research in journalism, Public Relations, advertising, cinema, animation and

graphics, television, Internet, social media practices, magazines, children's media. Communication, journalism and media research in India.

- Levels of measurement: sampling-probability and non-probability, tests of validity and reliability, scaling techniques. Methods and tools of data collection-interviews, surveys, case studies, obtrusive and non-obtrusive techniques, ethnography, schedule, questionnaire, diary, and internet based tools, media specific methods such as exit polls, opinion polls, telephone, SMS surveys and voting with regard to GEC (general entertainment content).
- Data analysis, testing, interpretation, application of statistical tests-parametric and non-parametric, tests of variance-univariate, bivariate and multivariate, tests of significance, computer mediated research.
- Ethical considerations in communication, media and journalism research, writing research reports, plagiarism.

Unit – VII

- Colonial Structures of Communication.
- De-colonization 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

- Public Relations and Corporate Communication - definition, concept and scope.
- Structure of PR in State, Public, Private and non-government sectors.
- Tools and techniques of PR and Corporate Communication.
- Crisis communication and crisis communication management.
- Ethics of Public Relations. Propaganda
- International Public Relations, communication audit.
- Advertising.
- Definition, concept, functions, types, evolution of advertising, standards and ethics in advertising. Theories and models of communication in advertising.
- Brand management.
- Advertising management - agency-role, structure and function, client-agency relationship, media planning and budgeting.
- Advertising and creativity, language and translation.
- Advertising campaign and marketing.
- Advertising and marketing research.
- Market research and its relationship to Communication particularly advertising.

Unit – X

- ICT and media - definition, characteristics and role. Effect of computer mediated communication. Impact of ICT on mass media. Digitization.
- Social networking.
- Economics and commerce of web enabled media.

- Mobile adaption and new generation telephony by media, ethics and new media.
- ICT in education and development in India, online media and e-governance.