

STATE ELIGIBILITY TEST FOR TELANGANA & ANDHRA PRADESH STATES
(SET - TS & AP) -2014

Code No.: 10

Subject: **Journalism and Mass Communication**

SYLLABUS

PAPER -II & PAPER - III

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

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 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