

## **103. COMMUNICATION AND JOURNALISM**

The test aims at examining the aptitude of a candidate and suitability to do research. Hence the following syllabus is proposed for the test.

- Communication concepts, theories (-effects, attitude, critical, cultivation, Marxist, normative, agenda setting, diffusion of innovations, uses and gratifications, etc) models, historical understanding of media with reference to India and International Communication in the context of globalization and cultural imperialism. International Communication organizations, Cross border religious propaganda, and intercultural communication.
- Broadcasting systems, Public service broadcasting, growth of private TV and radio channels, trends, policy issues, regulatory mechanisms, globalization, cultural issues, development issues, and gender issues, ethical and political issues. Broadcasting vs. Narrowcasting, Indian Broadcasting Association.
- Types of research, steps in research process, Communication research methodology-proposal writing, content analysis, semeiotics, survey, sampling techniques, qualitative methods, case study, experimental research, ratings research; formative, process and summative research, statistical analysis including various tests and report writing. Online research. Research in different areas of communication-print, broadcasting, advertising, PR, and ICTs
- Trends in development communication, experiences and case studies at national and international level, Theories and models of development communication, human development, development indices, sustainable development, traditional folk media, community radio, role of NGOs in development and health communication.
- Reports of various committees and commissions on communication/media related issues and their impact.
- New media technologies and their impact on various fields in society, digital divide, blogging, podcast, online journalism, pornography and cyber law.
- Advertising industry in India and world, marketing research; social, economic and cultural impact of advertising on Indians society and Internet advertising.
- Changing trends in public relations, experiences and case studies of corporate communications. Corporate communication-principles, practices and trends. Organizational communication, case studies.
- Film theories and criticism, social, political, cultural and gender issues in Indian films. Film genres and trends; and prominent film personalities and their contribution.
- Various provisions relating to media in Indian Constitution. Acts, Ordinances and IPC sections relating to media, Right to Information Act, Press Council and ethics of journalism.
- Theories of Press, editing techniques and practices, principles of design, printing processes, trends in newspapers and magazines, readership surveys, ownership patterns, cross media ownership, media and various social, political and cultural movements. Reporting: Agriculture, poverty, health, environment, science & technology, defence, industry.