

**TAMIL NADU PUBLIC SERVICE COMMISSION**

**Post of Assistant Editor in the Tamil Nadu Archives and Historical Research**

**Department in the Tamil Nadu Ministerial Service**

**Journalism (P.G. Standard) - Syllabus**

**UNIT - I (History of Journalism)**

History of Printing and Journalism in India - First Printed Book in Tamil in India, *Thambiran Vanakkam*; Zigenbalg's Printing Activities in *Tarangambadi*; James Augustus Hicky's Bengal Gazette and the Role of Press in Freedom Struggle – The Press in India after Independence – Press in Tamil Nadu after Independence.

**UNIT - II (News)**

Definitions of News - News Values - Proximity, Topicality, Un-usualness etc.; News Sources – News Source Credibility – News Room Organization – Difference between Editorial and Advertising Content - Types of News Content - News Story, Background Story, News Analysis, News Column and Editorial.

**UNIT - III (News Reporting)**

News Reporting Skills - Nose for News - News Beats - Facts vs Comments - Objectivity vs Subjectivity – Beat Reporting – Crime, Sports, Legislative, Sports, etc., - New Media Reporting – Ethical Reporting Practices.

#### **UNIT - IV (News Writing and Editing)**

News Writing and Editing Skills - Types of News Writing Compositions - Inverted Pyramid Style - Types of Leads - Proof Reading - Rewriting Skills - News Selection Processes - Theory of Gate keeping - Ethical Conflicts in News Selection - Ownership Bias vs Audience Bias – Types of Headlines – Style Sheet – Key Tasks of News Editor – Key Tasks and Sub-Editors.

#### **UNIT - V (Media and Society)**

Characteristics of Print, Radio, Television, Film and Folk Media – Characteristics of Mass Communication and Human Communication – Shannon and Weaver Model – Lasswell's Model – Spiral of Silence Theory and Agenda Setting Theory – Four Theories of the Press.

#### **UNIT - VI (Press Laws and Ethics)**

Indian Constitution - Fundamental Rights – Directive Principles – Freedom of Expression Article 19-1-A&B – Defamation, Libel, Slander, Obscenity, Press and Registration of Books Act – Official Secrets Act, IT Act – RTI – Censorship – Copy Right and Copy Left – Privacy and Human Rights of Audience – Self Regulation by Media – Press Council of India and Press Commission.

#### **UNIT - VII (Radio Journalism)**

Radio Journalism – Brief History of Radio in India – Fundamentals of Radio Programme Production - Radio Journalism Skills - Reporting for Radio - Characteristics of Radio as

a News Medium - Writing News for Radio - Chanda Committee Report – FM  
Broadcasting and Community Radio

### **UNIT - VIII (Television Journalism)**

Television Journalism Skills - Reporting for Television - Characteristics of Television as  
a News Medium - Writing News for Television – Fundamentals of Television  
Programme Production – P.C Joshi Committee Report – Prasar Bharathi, DTH – Cable  
TV.

### **UNIT - XI (Public Relations)**

What is Public Relations? - Types of Publics - Corporate Communication - Public  
Relations for Public Sector - Types of News Letters and Production of News  
Letters/House Journals – Press Conferences – Media Planning – Event/Crisis  
Management.

### **UNIT - X (Advertising)**

What is Advertising? – Types of Advertising -Differences between Advertising and  
Public Relations, Differences between Propaganda and Advertising, Elements of  
Advertising Copy.