

**SYLLABUS FOR RECRUITMENT FOR THE POSTS OF SENIOR ASSISTANT
DIRECTORS IN THE DEPARTMENT OF INFORMATION**

DEVELOPMENT OF MASS MEDIA

- History of Printing- Early growth of Indian Press- Press and Freedom movement, Press after 1947- Development of Press since 1977 to till date- Globalization and Indian Press- Status of Magazine Journalism in India.
- Growth and development of Kannada Press- Role of Kannada press during freedom struggle- Kannada press after independence- Current status of Kannada press and magazines in Kannada.
- The origin and growth of Cinema- Cinema as a medium of mass communication & entertainment- History and growth of Kannada Cinema.
- Evolution of Radio in India and Karnataka- Current status of Radio- F.M. stations and Community Radio- Development of Television- Evolution and present status of telecasting in India- T.V. as a medium of mass communication.
- Growth of computer based communication media- Convergence- Online Journalism- Power of Weblog Journalism- Ethical Issues in Multimedia Journalism.

NEWS REPORTING

- News- concept- definitions- news values- elements- news writing techniques- lead- types of leads- body.
- Organization of reporting section in a newspaper- Qualifications, duties and responsibilities of a reporter and chief reporter- News sources and maintaining confidentiality- Reporting crime, accidents, legislature, judiciary- Investigative Reporting; techniques and problems.
- Reporting press conferences, speeches, seminars, workshops, science & technology, health, agriculture, commerce, environmental issues, sports and disasters.
- Interview techniques- Types of interviews- On the spot- Planned- On Phone- Preparations for conducting interviews
- Analysis of news- Interpretation skills- Writing backgrounders- Sources of background information- Published and online sources- Researching and accessing online sources.

EDITING

- Editorial department organization - Staffing pattern in big, medium and small publications - Need for editing.
- Editing process: checking facts, correcting language, rewriting news stories, condensing stories, preventing slanting of news, editing agency copies, correspondent's copies, rewriting handouts and moffusil copies, electronic editing.
- Headlines- types of headlines- caption writing, avoiding bad phrases sensationalization, current trends in headline writing in both English and Kannada press.
- Photo editing techniques- Infographics-Design, and layout; principles of layout, front page-inside pages, problems of inside page make up, special page designs, total design concepts, caption writing - Contemporary Indian newspaper designs and layout.
- Translation from English to Kannada and Kannada to English- Editorial writing, types of editorials, columns and op-ed pages.

MASS COMMUNICATION

- Definition, nature, elements, process functions and scope of communication- Basic models of communication; Aristotle, Shannon and Weaver, David Berlo, Harold Lasswell, Osgood, Schramm, DeFleur Gerbner and New Combs.
- Types and characteristics of communication- Intrapersonal, Interpersonal, Group, Mass Communication and their characteristics.
- Normative media theories- The origin of normative theories of press- development of media theory- democratic participatory theory.
- Effects of mass communication- Violence and obscenity in media- Media and children- impact of media on cognition, attitudes and behavioral changes- Reception analysis.
- Significance of folk media –Types of folk media and their communication potentials- Folk media in Karnataka - Convergence of media and fragmentation audience.

TELEVISION PROGRAMME PRODUCTION

- Characteristics of television - TV telecasting types- Skills in TV scripting and direction, TV production team, Stages of TV programmes - pre-production, rehearsal and set- up, actual production and post production, graphics - CG and VG, animation. ENG- DSNG and OB broadcasting.
- TV production formats- news bulletins, documentary, serials, talk shows, sitcoms, phone-in, quizes and emerging formats- Fundamentals of TV production techniques - TV Studio setup- Components of TV camera - Types of lenses and mountings - Basic camera operations- Defining shot - Principles of composing pictures, framing and balance.
- . Significance of editing- Types of editing - Planning an edit shot logs - Editing equipments and their handling — Software for editing- Post production activities.
- Lighting - Light quality and intensity - Color quality of light -Lighting different objects - Light sources - Types of lamps - Light control equipments, lighting effects.
- Emergence of Satellite TV channels- Specialised channels – Marketing- Competition among channels- Programme Ratings.

CINEMA AS A MEDIA

- Introduction to Cinema- Development of Cinema: Nature of Cinema - Current status of Indian Cinema.
- Kinds of Cinemas: Fiction, documentary, newsreels, educational and instructional films, Motivational and advertising films- Characteristic of animation films.
- . Producing a feature films- directing a feature Film- Production crew and their functions- Equipments required for film shooting.
- Cinema and the State- Various committees on cinema- Central and State Government's organizations on cinema- Film festival and film awards.
- Censorship: Certification of films in India; Film journalism in India- Impact of globalization on Indian cinema- Entry of MNC's in film production.

PUBLIC RELATIONS

- Nature and Scope of public relations- PR Concepts- Relevance of public relations in modern societies- Principles of public relations- Major roles of public relations in corporate organizations- Attributes of a public relations practice- Differentiating public relations from propaganda, advertising and publicity- Code of conduct for P.R Professionals.
- Process of Public Relations- Fact finding, Planning, Communication and Evaluation- Organizational structure of P.R Department and its functions- In-house Department and P R counseling firms.
- Tools of Public Relations- Institutional publications- Brochures, Booklets, News letters, Annual reports, House journals; House advertisements; Public service advertising; Corporate advertising; Photographs, Films, Videos, CD-ROMs; Displays, Exhibits, Staged events, New Media and Press Conferences, Media tours, Public service announcements; Special events.
- Types of P.R Publics- Internal Publics and External Publics- Employees- Stockholder relations; Customer relations; Community relations; Government relations; Media relations- Role of Public relations in government.(State and Central)
- Corporate Communication- Corporate public relations- Corporate culture- Corporate credibility- Challenges of corporate public relations- Social responsibility- Major issues facing corporate public relations professionals- Corporate communication strategies in the context of globalization.

ADVERTISING AND MARKETING

- Nature and scope of advertising- Advertising concepts- evolutions of advertising- Role of advertising in modern society- Socio and economic impact of advertising- Advertising agencies- types of advertising agencies.
- Classification of advertising- Consumer advertising; Business advertising, Trade advertising, Industrial, advertising- Mail order, Local, Regional, National- Functional classification- Product and Institutional advertising;
- Advertising media - Direct mail- Newspaper- Magazine- Radios and T.V.- Outdoor- Posters- Spectaculars and Transit media and New Media
- Writing advertisement- copy for Print media, Radio and Television- Visualization- Layout, Illustration, Color- Elements of advertisement copy- Headline, Sub-headline, Text, Slogan, Logo, and Trademark.
- Marketing communication- Role of advertising in the marketing process- Importance of marketing to advertising- key participants in the marketing process- Consumers, Markets, Marketers; Consumer behavior- Communication strategies for global marketing- Globalization of the media and world wide advertising.

MEDIA LAWS AND ETHICS

- Media and freedom: Concept of media freedom; theories of media liberty and democracy; - Rights and duties of mass media.
- Major features of Indian Constitution- Fundamental Rights- Right Freedom- Detailed study of Article 19 (1) a of the Indian Constitution- Reasonable restrictions- Defamation- contempt of court- legislature, official secrecy- decency and morality.
- Working Journalists Act- Wage Boards- Journalists Union- Copyright- Intellectual Property Rights- Right to Information Act.
- Right to privacy- Concept of self regulation- Revealing sources; Code of ethics- - Media watch groups; A Critical study of functions and performance of the Press Council of India.
- Regulating FDI in media- Cyber law in India- Cyber security concerns- Preventive measures- Penalties- IT Act.
