For Objective Type Paper

Conceptualising Communication

- Dimensions of Communication : *Intrapersonal, Interpersonal and Group Communication*
- Importance of Verbal and Non-verbal Communication
- Functions and Elements of Mass Communication

Models of Communication: *Classical, Intermediary, Interactive, Transactional*

- Aristotle's definition of Rhetoric, Laswell's Model, Berlo's SMCR Model
- Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model
- Newcomb's Model of Communication, George Gerbner's Model
- Schramm's Interactive Model, Ecological Model
- Dance's Helical Spiral model

Theories and Ideologies of Mass Communication

- Media Effects : Hypodermic Needle, Two-Step/Multi-Step Flow Theory
- Psychological and Sociological Communication Theories : Cognitive Dissonance, Selective Perception, Cultivation Theory, Gate-keeping Function, Needs and Gratification, Agenda Setting (McComb and Shaw)
- Powerful Effects of Media: Dominant Paradigm, Diffusion Of Innovations, Spiral of Silence
- Four theories of Press and Developmental and Democratic participation theory
- Critical and Cultural Theories:Hegemony, Political Economy and Frankfurt School (Adorno, Horkhiemer and Habermas, Stuart Hall and Fiske)
- Social Learning Theories and Social Change
- Public Sphere and Opinion: Manufacturing Consent/ Propaganda Model (Chomsky)

Language and Communication

Importance of Language in Mass Communication and Society

- Signs and Symbols
- Language use in different mass media
- Differences between TV, Radio, Print and Cyber language

Visual Communication

- Visual Communication: Concepts and Processes
- Principles and tools of visual communication
- Visual literacy and visual perception
- Use of visuals across media
- Visual journalism
- Visual manipulation and ethics

Communication and Media Research: *Basic Concepts, Design & Methods*

- Areas of Research and types of Research
- Research Problem: Questions and Hypotheses
- Theoretical Framework, Literature Review and Analysis
- Primary and Secondary Research data sources
- Research Design: *Objectives, Study Area, Variables, Sampling*

Research Methods

- Quantitative Method: Survey Research methods : Structured/Semi-Structured Questionnaire, Case Studies, Content Analysis
- Qualitative Research Methods: Observation, IDIs and Interviewing Skills, FGD
- Data Analysis: Data Coding, categorizing and Interpretation
- Ratings research: Public Meters, Diary, Telephone Survey, Opinion Poll, MAP, TAM, TRP, RAM and IRS
- Media research using Internet.
- Referencing and Citation

History of the Press

- Early history of the Press and role of the Press in the Freedom Struggle
- The Press since Independence
- Prominent English and language newspapers, magazines
- Specialised Publications in fields such as Film, Sports, Trade, etc.
- News Agencies (*national/international*)
- Print media in other countries (USA, UK, CHINA and SAARC countries)

Media Laws

- Indian Constitution: Fundamental Rights, Directive Principles of State Policy, Freedom of speech and expression: Article 19 1(a) and 1(b)
- Contempt of Court and Contempt of Legislature
- Defamation: Libel and Slander
- Sedition and inflammatory writings, IPC and Cr PC
- Official Secrets Act and Right to Information Act
- Press and Books Registration Act, IPR and Copyright Act
- Broadcasting Laws: Prasar Bharati Act, Cable TV Network Regulation Act, Digitization and Conditional Access System (CAS), Proposed Broadcast Regulatory Authority of India Act, Broadcasting and Advertising codes.
- Cinematography Act
- Cyber Laws: Information Technology Act and Regulatory Authorities
- Journalism as an organised/unorganised sector; Working Journalists Act, Wage Boards

Media Organisations

- Press Council of India (1st and 2nd Press Commission recommendations)
- International Bodies: IPI, UNESCO,
- Broadcast Regulatory bodies and TRAI, BRAI , IBF,
- Media Associations and Organisations: INS, Editors Guild, IFWJ, NUJ (I), IJU,NBA, BEA, etc. Trade Union Rights in Media
- Government Information Systems: Concept and Philosophy
- Organizational setup in India: management and operation for Union Government (PIB, DAVP, DFP, Song and Drama Division, Films Division, etc.)
- Supporting services like research, reference and feedback
- State Government Information and Public Relations Dept.

Media Ethics

- Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence), Conflict of Interest
- Ethical issues: notions and debates
- Resolving Ethical Dilemmas: Different Methods
- Right to Privacy, Sting Journalism, Yellow Journalism
- Paid news, Private Treaties, Media Net
- Pressures (political, market, legal and professional)
- Journalists' Code of Conduct, Self-regulation, Ombudsman
- Pros and Cons of Media Activism
- Participatory Journalism

News Reporting

- Concept of News, Elements and structure of news reports
- Types of news: *Hard and Soft*
- News Leads and their types
- Inverted pyramid style, feature style, sand clock style and nut graph
- Covering press conferences and writing from press releases, events and meets
- Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting
- Differences in reporting for Newspapers / News agencies, TV, Radio

News Set-up
- Reporting department in newspapers, magazines, agencies, radio and TV
- Role, function and qualities of a Reporter, Chief Reporter and Bureau Chief
- Role and importance of news sources, attribution
- Cultivating, verifying and dealing with sources of news
- Ethical aspect of sourcing News and Reporting

Specialized Reporting and Beats
- Understanding Beats and their categories
- City reporting: City and local news
- Crime Reporting: sources and related laws
- Reporting Political Parties and Politics, Legislative (covering Assembly and Parliament), Legal Reporting
- Specialised reporting: Defence, Science & Technology, Education, Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, etc
- Reporting Conflict: Armed and Social Conflict, Region, Community and Human Rights

Economy and Finance reporting
- Forms of Economic Reporting, Financial Reporting and Markets
- Concept of GDP, Growth and Inflation, Constituents of GDP
- National Budget
- Indicators of Economy: Index of Industrial Production, Infrastructure Index, External Sector: Balance of Payments, Current Account, Capital Account
- Banking: Public Sector, Private Sector and Foreign Banks, PLR, Bank Rate, Repo and Reverse Repo Rate, CRR, SLR.
- Markets: Sensex/Nifty, Capital Market
- Regulators: SEBI, EPI Index: Bodies such as FICCI, CII, etc.

Other Forms of Writing
- Feature: Definition, characteristics, types: news and non-news features
- Process of feature writing: Ideas and Research
- Tools and Techniques of Feature Writing
- Interview: types and techniques
- Opinion writing: Editorial, Op-ed page and Middle
- Special articles, Weekend pullouts, Supplements,
- Backgrounders, Reviews (Books/Films/Documentaries)
- Magazine Reporting: Current trends, style and future

News Reporting
- Speech/ meeting reporting, event reporting, covering writing based on press releases, Press Conferences
- Interviews, obits, profiles based on field assignments.

Specialised Writing
Writing features and human interest stories, backgrounders
- Oped articles
- Editorials
- Articles
- Middles
- Columns

Writing across media
Writing for news magazines
- Writing for websites
- Writing for blogs
- Writing for mobile

Editing
- Editing: concept, process and significance
- Editorial Values: objectivity, facts, impartiality and balance
- Concept of news and news making
- Difference between newspaper/ radio and TV news editing
- Challenges before editor : bias, slants and pressures

News Desk
- Editorial structure of newspaper/magazines/ news agencies /radio and TV
- Editorial hierarchy and job of various functionaries
- Functioning of news desk
- Integrated Newsroom
- News Flow and Editing: Role and Responsibility of Gatekeepers
- Sources of News
- Managing the news flow

Editing Process
- News selection: News Value and other parameters
- Handling of news copy
- Planning and visualization of news
- Rewriting news stories
- Headlines and intro
- Stylebook and Style sheet
- Use of synonyms and abbreviations

Layout Design and Photo Journalism
- Principles of Layout, Design
- Typography, color and Graphics
- Newspaper Printing Process and printing terminology
- History and evolution of Photojournalism
- Understanding camera, lenses and accessories
- Photographic Composition, principles and grammar
- Concept and techniques of Photo Feature and Caption Writing
- Photographic Coverage of News and Events

Public Relations
- Concepts, Definitions, Role and Objectives
- PR as a source of news for media
- The PR process
- PR tools and strategies
- Media Relations
- Ethical and Legal Issues (paid news, media net, advertorials, special supplements, stock market analysis in business channels; paid appearances, etc.)

Corporate Communication
- Understanding the Corporate Sector and its need to be in the news
- Principles and Concepts of Corporate Communication
- Cultivating newspapers as Brands, with case studies
- Crisis Communication vis-à-vis media reporting
- Corporate Social Responsibility: concepts and as a source for soft stories

Advertising
- Definitions, objectives and classification
- Ad agency structure: various departments and their functioning
- Creativity and campaign planning
- Social and economic impact of advertising
- Concepts of media planning and buying

- Laws and Ethics in advertising: Role of AAA, ASCI and Doordarshan Code for advertisers

Media Business Management
- Introduction to Media Management and Media Economics
- Ownership patterns
- Management of Media Organizations
- Economics and marketing of Media organizations

Radio Broadcasting

- Introduction to radio: The world of sound and main features of radio broadcasting; Radio frequencies: SW, MW, FM transmission; Different types of radio: AM, FM, Community Radio, Internet Radio.

- Evolution and growth of broadcasting in India: Public Service Broadcasting; FM broadcasting: functioning of channels; Community Radio: Role and Function of CR, management of community radio; Radio news organization, structure and function.

- Writing for radio; Compiling radio news bulletins; Techniques of editing and presenting radio news.

- Introduction to Radio production: Radio news magazine, News features, Discussion and talk programmes, Interviews, Sound bytes & dispatches and Radio Bridge programme production

Television Broadcasting

- Introduction to Television: Characteristics of Television broadcasting; History of TV in India: SITE, Terrestrial, Cable and Satellite; Channel Distribution: MSOs, CAS, HITS, DTH, IPTV; TV on mobiles: 3G & Notebook, 4G; Contemporary Trends in the Indian TV industry: Public service TV Broadcasting; Commercial broadcasting

- Organisational structure of TV news channel: TV newsroom and TV news production desk and functions

- Writing for the visual medium: Thinking audio and video; Writing anchor leads; Editing bytes, procuring and editing visuals; Broadcast styles and techniques of writing

- Introduction to TV Production: News bulletins; News features; News and current affairs; Talk shows and magazine programmes; Anchoring : delivery, pronunciation, voice modulation and diction

Development: Theory and Practice

- Development Discourse: An overview of Different Paradigms and Perspectives: Dominant, Dependency and Participatory

- Development Yardsticks/Indices: Sustainable Development, Human Development, Gender sensitive, Conflict- free, etc

- Rights-based approach to media and development: right to information, right to free expression, diversity, multiplicity, participation, accountability, transparency

- Development and Communication (Rogers, Schramm, etc)

- International Communication: Propaganda, New World Information and Communication Order, Globalisation

- Development organizations: UN organisations, MDGs, Digital Divide, NGOs, Civil Society

- Community and alternative media

India's Development Paths and Dilemmas:

- Economic Development and Social Justice: Development, Freedom and Opportunity; The Government, the State and the Market; Public Policy and poverty

- Environment and Development: Environmental Issues in the development era; Environmental Governance; Environmental Politics and Issues; Valuing Nature; Environmental Rights, Urbanisation Issues

- Growth, Poverty and Unemployment: Economic Growth in India; Issues of Poverty and Unemployment in contemporary India; Poverty Alleviation and Equality; the Market and Common Goods; Wealth Creation and Distribution

- Education and Health as Political Issues: Basic Services and Rights; Constitutional Rights; Education, Health and Social Change; India in a Comparative Perspective; Liberalisation, Market and Basic Services

- Livelihood Issues: Land, Agriculture, Food, Water, Biodiversity, Energy: Livelihood Rights; Agricultural workers and Farmers in India; Land, Water and Livelihood; Energy and Livelihood; Urban Livelihoods; Community Rights

- Gender Issues: Gender equality and social progress; Women, Employment and Economic Growth; Women and Land Rights; Women: Deprivation and Critical

  Issues; Women's Movements
- India's Social Development and Government Programmes: A Critical Overview:

  Social Development: Key Issues; Social Development programmes and their impact; Social Development: A Comparative perspective; Social Development and Reforms; Social Development Index

Development Journalism: Reporting skills for development stories

- Sources for Development Stories: Governmental and non-governmental sources; Field work; Research; Documentation; Interviews; Group Discussion and other conventional and non-conventional sources
- Tools and Techniques of Diverse Development Reporting and Writing
- Different types of Development stories: News, Features and Reports
- Dealing with data and statistics

Introduction to New Media

- Components of computers; Input devices, Processing devices, Output devices, concept of hardware & software (applications & system software) Computer memory, Storage devices.
- Application software: Word processing, Spreadsheet, Image Editing.
- Introduction to the Internet, World Wide Web (WWW), Search Engines.
- Overview of the New Media Industry
- Introduction to Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks, Multimedia elements and Interactivity.
- Web Content Management System, Wordpress/ Joomla
- Digital Tools for Journalists (Document Cloud, Overview, Timelines, Wordle, etc.)
- Overview of open source culture and software, Open Source Licenses (Creative Commons)
- Security issues in using digital technology (Malware, Phishing, Identity Theft)

New Media Journalism
- Concepts and evaluation of Internet as a medium
- News on the web: newspapers, magazines, radio and TV newscasts on the web
- Changing paradigms of news; emerging news delivery vehicles; job profiles; integrated newsroom
- Data Journalism: Computer Assisted Reporting (CAR), Visualisation of data, Open source data collection and analysis.
- Challenges and opportunities for a newsman: gatekeepers to news guides;
- Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

Social Media and Citizen Journalism

- Social networking; Introduction to social profile management products: Facebook, Linkedin.
- Social Collaboration: virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing
- Social publishing: Flickr, Instagram, Youtube, Sound cloud
- Citizen Journalism: Concept, Case studies.

- Blogging: a brief history of blogs, blogs as narratives, bloggers as journalists and 'opinionists'.

Writing for New Media
- Digital story-telling formats
- Content writing, editing, reporting and its management
- Structure of a web report
- Content for different delivery vehicles
- Multi-media and interactivity
- Writing with hyperlinks
- Content management & content management systems
- Storyboarding and planning
- Planning and designing of WebPages, Blogs, e-newspaper, e-magazine
- Creating and designing Blogs, developing web designs including web version of lab journals.