

Mohan Lal Sukhadia University, Udaipur
Syllabus for Screening Test for the post of
ASSISTANT PROFESSOR
JOURNALISM

Unit-I

- Communication and Journalism -Basic terms, Concept and definition , types and process
- Types of Communication
- Mass Communication -nature of media and content
- Mass communication in India-Reach, access and nature of audience

Unit-II

- Role of media in society
- Characteristics of Indian Society-Demographic and sociological impact of media in general
- Impact of media on specific audience-Women , children etc.
- Mass media effects studies and their limitation
- Mass campaigns for specific issues-Social concerns environment, human rights, gender equality the press , radio television, cinemas, and traditional form of communication

Unit-III

- Journalism as a profession
- Journalisms -their role and responsibilities
- Indian constitution and freedom of speech
- research restriction
- Ethics and Journalism
- Career in journalism and mass media
- Training -problems perception and response by the industry
- Media management-principles and practices
- Professional organization in medias
- media laws in India

Unit-IV

- History of Print and Broadcast media in general with particular reference to India
- Post -independent development in print
- news paper-English and Indian Languages press-major landmarks
- Magazines-their role book phase and contemporary situation
- Small newspaper-Problems and prospects

- Press commission , press Counsels-their recommendation, 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 Asia phase, issues concerns and debate over a period of time
- Committee in Broadcasting-Background, recommendation and implementation
- Cinema-Historical overview and contemporary analysis-Commercial , parallel and documentary genres-Problems and Prospects for the films industry

Unit-V

- Communication and theories of social change
- Role of media in social change-Dominant paradigms
- Critic of the dominant paradigms and alternative conception
- Development initiatives-State, market ad the third force(NGO sector)
- Participatory approaches in commodity media-Ownership and management perspectives

Unit-VI

- Introduction of research methods and process
- mass Communication and research-Historical overviews
- 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 method of analysis basics

Unit-VII

- Colonial Structure of communication
- Decolonization and aspiration of nations
- Conflicts related to media coverage and representation
- International news agencies-Critique
- MacBride Commission-recommendation and policy options
- Contemporary issues to translational 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 and media of Communication
- Grammar of TV and Radio and Video
- The production team
- Role of Producer
- Different types of programmes
- Writing for Radio
- Writing for TV-researching for Script
- The Visual language Camera Movement
- Basic theories of composition-Cause and commands
- Format for Radio Television-News Sitcoms, Features, Commercial, Operas, Documentation, Cinema, Theater, Drama
- Editing, theory and Practices
- Sound Design, Microphones, Sets and Lighting
- Satellite, Cable television , Computers , Microchips

Unit-IX

- Advertising
- Marketing
- Ads Copy and Layout
- Public Relations
- Public Opinion
- Propagandas

Unit-X

- the Techniques
- Different forms of writing
- Printing Technology and Production methods
- News Agencies
- Syndicates and Freelancing
- Specialized areas of Journalism

Note:- Pattern of Question Paper

1. Objective type paper
2. Maximum Marks :100
3. Number of Questions : 100
4. Duration of Paper : Two Hours
5. All questions carry equal marks
6. There will be Negative Marking