

## **ANDHRA PRADESH**

### **RECRUITMENT OF ASSISTANT PROFESSORS IN THE UNIVERSITY**

#### **SYLLABUS FOR THE SCREENING TEST**

##### **Paper – II**

Paper II will cover 180 Objective Type Questions (Multiple Choice, Matching type, True/False, Assertion – Reasoning type) carrying 180 marks of 3 hours duration. Each question carries 1 mark. There will be negative marks for wrong answers. Each wrong answer will be penalized @ 1/3rd of the marks prescribed for the question.

### **Mass Communication**

#### **Unit – I**

- Communication and Journalism – Basic terms, Concepts and definition, Nature 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 audiences – Women, children, etc.
- Mass media effects studies and their limitations.
- Mass campaigns for specific issues – Social concerns, environment, human rights, gender equality.
- The press, radio, television, cinema and traditional form of communication.

#### **Unit – III**

- Journalism as a Profession.
- Journalists – Their role and responsibilities.
- Indian Constitution and freedom of press.
- Research Restrictions.
- Ethics and Journalism.

- Careers in Journalism and Mass Media.
- Training – Problems, perception and response by the industry Media management – Principles and practices.
- Professional organisations in Media
- Media Laws in India.

#### Unit – IV

- History of Print and Broadcast media in general with particular reference to India.
- Post – independent developments in print.
- Newspapers – English and Indian language press – major landmarks.
- Magazines – Their role, bookphase and contemporary situation.
- Small newspapers – Problems and prospects.
- Press Commission, Press Councils – Their recommendations and status.
- Development of Radio after independence – Extension role, radio rural forums and local broadcasting – General and specific audience programs.
- Development of Television – Perception, initial development and experimental approach; SITE phase and evaluation; Expansion of television – Post – Asiad phase, issues concerns and debates over a period of time.
- Committees in broadcasting – Background, recommendations and implementation.
- Cinema – Historical overview and contemporary analysis – Commercial, parallel and documentary genres – Problems and prospects for the film industry.

#### Unit – V

- Communication and theories of social change.
- Role of media in social change – Dominant paradigms.
- Critique of the Dominant paradigm and alternative conception.
- Development initiatives – State, market and the third force (NGO sector).
- Participatory approaches and community media – Ownership and management perspectives.

#### Unit – VI

- Introduction of research methods and process
- Mass communication research – Historical overview
- 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 methods of analysis basics.

#### Unit – VII

- Colonial Structures of Communication.
- Decolonisation and aspirations of nations.
- Conflicts related to media coverage and representation.
- International news agencies – Critique.
- MacBride Commission – Recommendations and policy options.

- Contemporary issues related to transnational 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 as Media of Communication.
- Grammar of TV & Radio and Video.
- The Production Team.
- Role of Producer.
- Different Types of Programs :
- Writing for Radio
- Writing for TV – Researching for Scripts
- The Visual Language
- Camera Movements
- Basic Theories of Composition – Cues and Commands.
- Formats for Radio – Television – News, Sitcoms, Features, Commercials, Operas, Documentaries, Cinema, Theatre, Drama.
- Editing Theory and Practice.
- Sound Design, Microphones, Sets and Lighting.
- Satellite, Cable television, Computers, Microchips.

#### **Unit – IX**

- Advertising.
- Marketing.
- Ad copy and Layout.
- Public Relations.
- Public Opinion.
- Propaganda.

#### **Unit – X**

- The Techniques.
- Different forms of writing.
- Printing Technology and Production methods.
- News agencies.
- Syndicates and Freelancing.
- Specialised areas of Journalism.