Syllabus- Officer- Public Relations

Unit – I
- 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.
- The press, radio, television, cinema and traditional form of communication.
- Print, electronics journalism – Demand, Challenges and responsibility
- Public Relations, Advertising, Cinema – Contemporary analysis

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 organizations in Media
- Media Laws in India
- Media Relations and management
- Press – Releases – Types and usages
- Media Campaigns – Digital and traditional
- Fairs and Exhibitions
- Advertising – Ad copy, layout, tender, advertisement, television, radio, social media advertising
- Public speaking and presentation
- Right to Information Act, 2005 & amendment from time to time
- Writing Proficiency (in English and Hindi) – Press Release, Statements, articles, speeches, talking points etc.
Unit – IV
- 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.
- Cinema – Historical overview and contemporary analysis – Commercial, parallel and documentary genres – Problems and prospects for the film industry.
- Social Media – Account Management and Maintenance
- Mobile Applications – as a tool communication
- New trends in Audio visual production
- FM, Community, Web, Digital and other forms of Radio

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.
- Decolonization 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.
• 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.
• Specialized areas of Journalism.

Unit – XI

• Web 2.0.
• Digital and Social Media
• Integrated Marketing Communication.
• Corporate Communication.
• Media Convergence.