

ಕರ್ನಾಟಕ ರಾಜ್ಯ ಉಪನ್ಯಾಸಕರ ಅರ್ಹತಾ ಪರೀಕ್ಷೆ (ಕೆ-ಸೆಟ್)
KARNATAKA STATE ELIGIBILITY TEST (K-SET)
FOR LECTUERSHIP

**Subject: MASS COMMUNICATION &
JOURNALISM**

Subject Code : 14

Note:

There will be two question papers, Paper-II and Paper-III. Paper II will have 50 objective Type Questions (Multiple choice, Matching type; True/False, Assertion-Reasoning type) carrying 100 marks. All the 50 questions are compulsory and have to be marked in OMR sheet. Paper III contains **seventy five (75)** objective type questions (Multiple choice, Matching type; True/False, Assertion-Reasoning type) of **two (2)** marks each. All the 75 questions are compulsory and have to be marked in OMR sheet

SYLLABUS
Paper-II & Paper-III [Core Group]

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 right, 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 organizations 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 Council-Their recommendations and status.

Development of Radio after independence-Extension role, 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-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 translational broadcasting and its impact on culture, various perspective 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 programmes.

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, Theater, 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.

Specialized areas of Journalism