

**DETAILED SYLLABUS FOR THE POST OF STATE MASS EDUCATION
AND MEDIA OFFICER (HEALTH SERVICES)**

(CAT.NO: 053/2021)

Module -I(10 marks) Communication(Introduction) –Communication- Different Types of Communication- Linear, Non-linear – Inter-personal, Intra-personal, Group & Mass communication-Verbal and Non-verbal communication

Module -II(10 marks) Concept of Mass-Mass Communication, Scope and Nature of Communication Mass media- Different types of media

Module - III (10 marks) Communication through different media- Radio/Newspaper/Television/Magazines/New Media

Module- IV(10 marks) Development communication-Concepts & Definitions of development-Development communication- Indicators of development-Features of developing and developed societies, Obstacles to development

Module-V(10 marks) Development communication models of Lerner, Schram, Rogers, development strategies, policies

Module-VI(10 marks) Development models- Adam Smith, Ricardo, Malthus, Rostow, Marx, Mahatma Gandhi- Dominant paradigms of development- Alternate paradigm for development

Module-VII(10 marks) Participatory communication approach- communication for social change-Agricultural communication & rural development, population & family welfare-Literacy campaigns-

Module-VIII(10 marks) Health communication- concepts & definitions- population and family welfare-Health communication strategies- Health campaigns for family/women/children Major Health campaigns of India, Tribal Health care projects of India

Module-IX(10 marks) Sustainable development, SD goals of UNO, Challenges of development(Natural and Man made) WHO, Health communication at the global scenario, Technology and health communication, Organ donation in India /Kerala, Media and Health related news content

Module-X(10 marks) History of Health communication in India & Kerala Health communication policy of India/Kerala Qualities of a Health communicator, Career and courses in the health sector, case studies in Health communication, Family planning and diseases, Role of NGO's in the health sector, CSR initiatives in the Health sector

NOTE: - It may be noted that apart from the topics detailed above, questions from other topics prescribed for the educational qualification of the post may also appear in the question paper. There is no undertaking that all the topics above may be covered in the question paper.