Module 1: Communication process, Models and Theories (10 Marks)

Communication process – Definitions – Elements – Nature and scope – Various scholarships and approaches – Levels of communications – Intrapersonal, Interpersonal, Group, Mass etc. – Models of communication: Aristotle – Laswell, Shannon and Weaver – Schramm and Osgood - George Gerbner - Riley and Riley – Maletzke - Elihu Katz and Paul Lazarsfeld - Elisabeth Noelle-Neumann - Walter Gieber and Walter Johnson - David Manning White - McNelly's model - Galtung and Ruge – Diffusion of Innovation Model - One step, Two step, Multi step flow of Communication - Mowlana's model of International Flow of Information - Uses and Gratification Approach – Semantic space theory – Cognitive theories - Behavioral theories - Stimulus Response Theory - Hypodermic Needle theory - Limited effect model Communication theories - Selective Exposure, Perception and Retention - Balance Theory - Congruity Theory - Social Learning Theory - Individual Differences Theory - Social Differentiation Theory - Social Relationship Theory – Concept of mass – Mass Society Theory - Agenda Setting Theory, Framing, Priming, Stereotyping, Ideas of Persuasion, Propaganda - Cognitive Dissonance Theory - Obstinate Audience Theory - Social Judgment/Involvement theory – Social Learning Theory – Media Ecology - Normative Theories of the Press - Effects and Impact studies in Communication – Media Dependency Theory - Phenomenological methods in Communication - Transitions in Media usage patterns - Issues of Form and Content - Empirical points of differences – Social Media environment - Role of Information and Data of contemporary period – Post Modernism and Media - Communication Accommodation - Convergence – Divergence and Over Communication.

Module 2: Writing for Print Media (10 Marks)

Print Journalism – Characteristics of print media – Print media evolution - Historical perspective on print journalism – Types of print media - Concept of News - Definition of News - News Literacy - News values - Elements of news – Photo Journalism - Formats of news Presentation - News story structure - Inverted pyramid style - Hourglass – Narrative style - Follow ups – Types of news – Hard news – Soft news – Human interest etc. - Feature story types and approaches – Developing feature story ideas - Profile writing - Narrative storytelling in features - Technology and news gathering and dissemination – Hybrid media – Objectivity – Source cultivation – Interviewing skills – Types of news interviews - Beats – Types of reporting - Political– Science & Technology – Development– Court – Travel and tourism – Arts and Culture - Investigative, Interpretative, Embedded, In-depth, Cheque book, Yellow, Aggressive,

Campaign - News Agencies - Press Releases, Meet the press, Press Conferences, Government and non-Government sources, crowd sourcing, citizen reporting, social media sources - credibility and authenticity - Hierarchies in news organizations – Deadlilnes – Trends in Automated Reporting – Natural language generation – Writing for Niche audience – Data-driven reporting – Real-time reporting – Automated fact checking – Artificial Intelligence enhanced interviews – Content Monetization – News algorithm – Fake news – Deepfake - Principles of Editing – Stylebook and guidelines – Editing for clarity and conciseness – Multi-media storytelling - Headline writing, Modern Trends - Checking Facts And Figures, Accuracy, Fairness and Objectivity - Localising News, Subbing, Rewriting – Editorial writing – Page design – Principles of Layout and colour – Typography – Photo editing – Caption writing.

Module 3: Media Laws and Ethics   (8 Marks)

The Law and Society – Definitions of law – Families of laws - Introduction to Legal System in India – Foundation of Modern legal system in India - Types of Laws – Constitutionalism - Structure of the Indian Constitution – Preamble - Fundamental Rights - Freedom of Speech & Expression – Reasonable Restrictions – Fundamental Duties – Directive principles of state policy – Parliamentary privileges - Indian Penal Code – sedition - Objectionable Materials – Defamation – Contempt of court - Press, and Registration of Books Act - Official Secrets Act - Right to Information - Right to Privacy – Laws related to Obscenity - Cinematograph Act - Copyright Act - Intellectual Property Right - Prasar Bharati - Cable TV Regulations - Information Technology Act - Press Commissions in India - Press Council of India – Public Interest Litigation – Legal reporting – Civil Procedure Code – Criminal Procedure Code - Introduction to Media Ethics – Definition, Norms and Issues of Media Ethics – Philosophies of Ethics – Ethical Egoism – Naturalism – Utilitarianism – Deontology - Right to Privacy – Piracy – Plagiarism - Paid News – Sting Operations – Fake and deepfake – Media Ombudsman – Professional code of conduct for Print, Broadcast, New Media. Professional standards of Advertising and Public Relations practices.

Module: 4 Public Relations and Corporate Communication   (15 Marks)

Publicity – Propaganda - Public Relations – Definitions - Public Relations in Popular Culture - Growth of Public Relations - The History of Modern Public Relations - Pioneers of Modern Public Relations - Public Relations Agency - Roles and Functions for Public Relations – Strategic communication, Marketing Communications, Crisis Management, Research and Strategic Planning etc. - Public Relations Tool Kit - Integration of Public Relations and Marketing – Globalization and PR practices - Ethics and Laws in Public Relations – PR for Public Good - Characteristics of a PR practitioner - The PR Practitioner as gatekeeper - Organisational communication - Internal and External communication - PR campaigns - Professional organizations – Professional standards and Code of ethics - Principles of Influence - Management Models - The Four

models of Grunig and Hunt –The press agentry/ publicity model, The public Information model - The two-way asymmetric model - The two –way symmetric model - Excellence Theory - Image Restoration Theory - Structuring a PR programme – RACE, SWOT and PEST analyses - ROPES model - Public Relations Writing Strategy and Style - Media Relations in a Digital World - Media Relations in Political Communications - Media Relations in Crisis Situations - Government PR - Information and Public Relations Department of Kerala - Social Media and Emerging Technologies in PR - Social Network Theory – Gamification - Corporate Communication – Corporate Identity - Corporate reputation/image – Integrated Communication – Stakeholder Communication – Campaign Management - Corporate Social Responsibility - Community Relations - Employee Relations - Corporate Culture.

Module: 5 Advertising (10 Marks)

Idea of Persuasion – Persuasive Communication – Definition of Advertising - Evolution of advertising – Advertising archeology – Advertising pots, Early Years – The Dark Age – Industrial revolution and advertising – Advertising and war years – Post-world war period advertising – Advertising in the digital age - Types of advertising - Functions of branding – Brand name nomenclature – Creative Elements of advertising – Headlines, Body copy, logo, slogans – taglines - jingles – Copywriting process - Copywriting Techniques – USP - Advertising appeals - Layout and Design, Visualization – Engaging the advertising message - Advertising campaign – Planning, Evaluation of advertising campaigns - Advertising Agency – Types of advertising agencies - Structure and functions - Media planning - Advertising Theories, DAGMAR – David Ogilvy and Rosser Reaves theories - Means–end chain - AIDA formula – Consumer Learning Theory - Hierarchy of Effects Models- Elaboration Likelihood Model of Attitudinal Change (ELM) - Source credibility theory - Congruency theory - Schema theory - Involvement theory – Advertising Media: Traditional: Print, Radio, Television, Outdoor, Transit etc. - Digital and Emerging Media: Digital media devices - The digital media platform – Browsers – Social media platforms – E-mails – Pop-ups – Overlays - In-text adverts – Computational Advertising - Native adverts - Paid search – In-App advertisements - In-games advertisements - Static in-game advertising (SIGA) - Dynamic in-game advertising (DIGA) – On-games - Advergaming - Emerging technologies: Location-based advertising, Online behavioural advertising, Augmented and virtual reality (AVR), Near-field communication (NFC) - Advantages of digital media advertising – Limitations of digital media - Trends in Indian Advertising, ASCI, Advertising Research- Scope and objectives - Marketing Communication – Concept, Nature, Functions and Importance - Market segmentation - Target market selection - Market positioning - Product Life Cycle - Advertising as a Marketing Tool - The Marketing Mix - Integrated Marketing communication - marketing survey.

Module: 6 Development Journalism (7 Marks)

Concepts of development – Historical overview – Issues and indicators of development – Sustainable development. Development models - Review of five year plans, UNDP projects – UNDP Human Development Index and reports - Development Communication concepts – role of media in social change – Social, cultural and economic interference – Development communication models, Development support communication strategies and policies - Development Communication theories - Modernization - Economic development - Social change - Social marketing - Health and population communication – Educommunication - Liberal democratic political theory - Political economy – Democracy - Postcolonial theory - Participatory action learning - Collaborative decision-making - Community engagement - Participatory democracy and decentralization - Community health development, Liberation Theology and Development - Key theorists: Daniel Lerner, Wilbur Schramm, Everett Rogers, Nora Quebral, Felix Librero, Alexander Flor, Jan Servaes, Arvind Singhal, Wilbur Schramm, Louis Ramiro Beltran, Juan Diaz Bordenave - Approaches to Development Communication - Dominant paradigm– Alternative paradigm – Participatory communication – Communication for social change, Community - Centred Development and Shifting Paradigms - Information and Communication Technologies for Development **-** Theory of Digital Platforms for Socio-economic Development – Market-centred versus Human-centred logics - Unified Theory of Acceptance and Use of Technology (UTAUT), Digital divide, social media campaigns, Data controllers in developing countries.

Module: 7 Broadcast Journalism   (10 Marks)

Introduction to Broadcast Journalism: Definitions of broadcast, Podcast and Narrowcast – History of Radio technology – Evolution of radio as news medium – Oral tradition - Folk Identities in Communication process - Radio as a rural medium in India – All India Radio - Commercial broadcasting – AM, SW and FM broadcasting – Satellite Radio - Digital Audio Broadcasting – Techniques of Sound Recording - Acoustics, Perspective, echo and reverb - Sound Effects and Editing – Educational radio - Understanding Audience - Designing and developing content for radio programmes – Techniques and methods for Writing for radio – News – Interviews – Special Audience Programme - News Reading - Broadcast language, Broadcast News Style Book, Audio bites and actualities, News Reading, Ad-libs, Work to Sequence, rundown order, bulletin, teaser, promo, Debates, Radio drama, Radio Interview, Discussions, Music and Phone-ins entertainment, Live programmes. Evolution of television technology – Televison in India – The Black and white era – Colour transmission – Doordarshan – Prasarbharathi - Introduction of Cable television - – Television programmes – Satellite channels – DTH – IPTV – Live streaming – Interactive Television – Analog and Digital News Gathering Equipments - Augmented Reality, Virtual Reality -   Script writing for Television News and news based programmes – News room - Television News as Visual Story - Facts, Figures and Fiction in News Story - Features & Documentaries - Camera Operations and Picture Composition - Managing Sound Techniques of Television Lighting - Functional Skills

for Television News Production - Video Editing - Convergence in Television News Productions.

Module: 8 Mass media, Culture and Society   (10 Marks)

Introduction to Philosophical foundations of communication studies - Traditions in Communication theory - Rhetoric and Scientific - Communication as a process - The power of mass media in everyday life – Critical Political Economy of Communications – Public Sphere - Media Literacy - Communication Meta Theory - Society and Value systems - Communication and Mediation - Role of Mediation in Society – The internet and Democracy - Idea of Critique - Traditions of critique - Communication & Social imaginaries - Idea of Culture - Popular culture, Mass culture, High culture/low culture - Culture and civilization - Cultural materialism and Media - Representational logics of Communication - Identity-& imagined communities - construction of identity – Stand point Theory - Agenda setting - Hegemony and Dominance-Discourse and Power - Everydayness and communication practices – Technological determinism - Information Society - Machine learning - Digital democracy - Privacy and surveillance - Gaming cultures and hyper reality – Social penetration – Relational dialectics – Dramatism – Narrative Paradigm – Media Ecology – Face Negotiation – Individualism and Collectivism – Communication Accommodation Theory – Muted Group Theory - Spiral of Silence.

Module: 9 Digital Journalism   (10 Marks)

Introduction to New Media – Evolution of Internet – Connectivity – Web 1.0, Web 2.0, Web 3.0 etc. – Data transfer technologies – Mobile phones as convergent media - Evolution of Online Journalism – online news consumption patterns – E-books, E-paper, News apps., Podcast and Webcast; Online Journalism - Online Publishing-Tools and Techniques - Writing Hypertext – Types of Blogs - Digital Native – Digital Immigrant – Open source reporting – Search Engine Optimization – Mobile Journalism – Mojo kits – Digital Storytelling - Social Media – Weoponization of social media – Privacy concerns – Closed networks – Filter Bubble – The idea of disruption – Shared Economy – Tools for digital content creation - User Experience – User Interface – Ethics, values and laws related to digital journalism – Digital Personal Data Protection Act, 2023 - Online media etiquettes - Introduction to Data Journalism – Fundamentals of data science, Computational Journalism - Finding data – Reliability of data sources – Representing data – Sorting, filtering and creating pivot tables – Frequency tables – Data visualization - Collection of Statistical data-Descriptive measures of Data - Integrating Data & Story telling.

Module: 10 Communicating Science and Technology   (10 Marks)

Introduction to Science Journalism – Reporting Science – Writing science for experts and laymen - Scientific temper - Authenticity in Science Communication - Science communication Movements – Science blogs and Vlogs – Role of Social media in science communication – Explainer Blogs/Vlogs/Podcasts - Social media influencers in Science Communication – Propagation of pseudo-science – Fakes and deepfakes - Science in Regional language media - Ethics of Science Communication - Idea of Technical Communication - Technical Writing as a Form - Spectrum of Technical Communication - Products of Technical Communication: Project proposals, project abstracts - Project documents and manuals – Installation guides - Technical descriptions - User manuals – Online help menus - Technical Reports - Roles of Technical Communicators – Document Development Life Cycle (DDLC) – Developing technical content – Information Design Theories – Information Architecture – Information Management - Structure & Design of Document - Elements of a technical document - Composition of Documents - Principles of Technical Writing - Clarity, Precision, Coherence and Logical Sequence in writing – Stages in Technical Writing process: Pre-writing/Planning, Drafting and Revising – Content Outlining - Narrations in Technical Writing – Tools for Technical Writing - Editing & Proof-Reading – Editing tables, Graphs/illustrations - Instructional design - Listing References, Indexing and Abstracting.

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