

NE08: Public Relations Assistant

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.