

## GROUP-13

### Feature Writer/ A.I. & P.R.O. (Level- Graduate+ Dip in Journalism/ Mass Com.

1) General awareness, Reasoning, Mathematics, Science, History including Haryana related history, current affairs, literature, Geography, Civics, Environment, Culture etc.- (Weightage 20%)

2) Computer terminology, Fundamentals, word software, excel software, Power point, internet, web browsing, Communication, emails, downloading and uploading data on websites etc. -

(Weightage 10%)

3) Subject related syllabus-

(Weightage 70%)

#### 1. Introduction to Communication

Concept and definition of communication, Verbal, non-verbal communication. Forms of communication, visual communication: Characteristics and functions. Concept of listening: developing effective listening, active listening, listening habits & importance of feedback in communication, mass communication and its characteristics, public communication, responsibility of a public speaker audience relationship, Speech delivery, communication skills, Mass communication an overview.

#### 2. Language and Media (Hindi)

हिंदीभाषा का सामान्य परिचय : भाषा का अर्थ , परिभाषा एवंअवधारणा, भाषापरिवर्तन के कारण, हिंदीभाषा की उत्पत्तिऔरविकास, हिंदी की प्रमुख बोलियां एवंपरिचय, देवनागरीलिपि–मानकीकरणतथावैज्ञानिकस्वरूप

शब्दसामर्थ्य : उपसर्ग, प्रत्यय, शब्दभेद, शब्द स्रोत, तत्सम, तद्भव, विदेशी, विलोमार्थक शब्द, अनेकार्थक शब्द, पर्यायवाची, शब्द शुद्धि, शब्द शक्ति

हिंदीलेखन : लेखन का अर्थ, परिभाषा एवंअवधारणा, लेखन के प्रकार , सृजनात्मकलेखन, पत्रकारितालेखन, पटकथालेखन, नाटकलेखन, कहानीलेखन, कवितालेखन, साहित्यिकलेखन।

प्रिंटमीडिया की भाषा : प्रिंटमीडिया का स्वरूप, प्रिंटमीडियालेखन के प्रकार , प्रिंटमीडिया की भाषा का विकास–प्रिंटमीडिया की भाषा के विविध रूप, उपयोग, महत्वऔरसीमाएं।

#### उच्चारण एवंवर्तनी

उच्चारण एवंवर्तनीदोष

गद्यांशपाठ: प्रवाह, तारतम्यता, बलाघात एवंविराम

शुद्ध उच्चारण एवंवर्तनी का अभ्यास

हिंदी की भाषिकसंरचना : भाषाविज्ञानऔरउसकेप्रकार, ध्वनिविज्ञान, अर्थविज्ञान, रूपविज्ञान, शब्दऔरअर्थमेंसंबंध, अर्थपरिवर्तन की दिशाएं, अर्थसंकोच, अर्थविस्तारए

वाक्य सामर्थ्य : वाक्य संरचना, वाक्य के भेद, विरामचिह्न, वतृनी, निरंतरता, प्रवाह, वाक्य मेंकमबद्धता, वाक्य शुद्धि, मुहावरेंऔरलोकोतियां

भाषा का व्यवहारिकअभ्यास : पत्र लेखन, निबंध लेखन

मीडियामेंभाषा का उपयोग एवंमहत्त्व, मीडिया की भाषा की प्रकृति एवंविशेषताएं

समाचारों व विज्ञापनोंमेंउपयोगहोनेवालेलोकप्रिय शब्द, मीडिया की भाषामेंनयेप्रचलन

मीडिया की भाषा के विकार एवंसमस्याएं, नईतकनीक एवंभाषा,

मीडियालेखन : समाचारलेखन, लेख, फीचर, संपादकीय लेखनटीवी, रेडियो, फिल्मलेखनफिल्मसमीक्षा, पुस्तकसमीक्षा विज्ञापनलेखन, ऑनलाइनमीडिया एवंसोशलमीडियालेखन

#### 3. Computer Applications for Mass Media

Introduction to operating systems

Introduction to computer software

- Words Software
- Excel and Power Point Software
- Word processing – English

- Word processing – Hindi
- Introduction to Quark Express/PageMaker

#### **4. General Awareness and Current Affairs**

Major current national, regional, local and international issues.

Major current international, national & regional developments

Major Political, social, cultural, Media & Economic issues.

Comparative study of issues covered by various media platforms

#### **5. Personality Development & Communication Skills**

Communication: Nature, Scope and Significance, Interpersonal Skills,

Communication and Persuasion

Introduction to Personality: Basic of Personality, Human growth and Behaviour, Theories in Personality, Motivation

Communication skills and Personality Development: Intra personal communication and Body Language, Inter personal Communication and Relationships, Leadership Skills, Team Building and public speaking, presentation skills, public speaking, social etiquettes and mannerism.

Techniques in Personality development: Self-confidence, Mnemonics, Goal setting, Time Management and effective planning

Various personalities and their characteristics

Famous personalities in the country

Techniques in Personality Development: Stress Management, Meditation and Concentration Techniques, Self-hypnotism, Self-acceptance and Self Growth

#### **6. Language & Media (English)**

Growth and development of English Language in India

Punctuation marks, Plural forms, practice of Spellings, Active and Passive Voice

Practising Tenses, Essentials of good writing, writing invitations to functions; replies to invitations, Forms of writing: News stories, letters, essays, news, articles, features

Different types of spoken English - British, American and Indian

Spelling rules, verb patterns, Idioms and phrases, Human organs of articulation

Translation: Rules of Translation, Common Errors in Translation

Voice analysis, Pitch and tempo for effective presentation

#### **7. Communication & Society**

Meaning of family, kinship, class, caste, clan, tribe, marriage

Characteristics of Indian culture, India's main social institutions

Mass media and society

Elements of human behaviour

Psychology of a child, teenagers, youths and elders

Media and democracy, Freedom of speech and expression, right to information, right to privacy and media as a watchdog. Role of media in social movements: political – cultural movements, national integration, communal harmony, media regulations, Media credibility: factors affecting media credibility.

#### **8. Basics of Mass Communication.**

Concept of communication in ancient Indian texts, Modern Indian thoughts of communication, Modern Indian Communicator, Mass Communication, Key concept, terms, definition, feature, functions, characteristics of audience of mass media, types of mass media, print, electronic and new media, their reach, advantages and limitations, Definition, concept, origin of communication models, difference between model and theory, SMR, SMCR, Aristotle model, Lass well's model, Berlo model, Shannon and Waver's, Osgood model, Communication theory and overview of the emergence and development, Bullet theory, personal influence- two step flow and multi-step flow, individual difference theory Cultivation theory, agenda setting theory.

#### **9. Introduction to Reporting**

Concept of news, definition, nature, qualities, elements of news, news concept of 5 w's & 1H, News sources, Verification and validation of facts, credibility and protection of sources, cultivation of sources, on record sources, off the record sources, Report writing. News writing style, intro types and importance, inverted pyramid, 5W and 1H, Hour glass style, circle style, Tools of reporting, objectivity,

fairness, balance, Hierarchy function of reporting staff in a newspaper, duties and responsibilities of a chief reporter & reporter, Types of Reporting: Investigative & Interpretative reporting, accident, crime, court, political, Human interest, Health reporting, interviewing, reporting press conference.

## **10. Media and Polity**

Introduction to the Indian constitution, Salient feature of Indian constitution Components of Indian constitution, preamble of the constitution Fundamental rights and duties, Democracy in India, Issues and challenges before Indian Democracy, Parliamentary System, Lok Sabha, Rajya Sabha its functions and power, System of Election of Lok Sabha & Rajya Sabha, Organs of Indian Political System, Legislature, Executive, Judiciary, Role of Press in Indian Democracy, Introduction to union Government, Different ministries, their nature, functions and roles. Introduction to state Government, Panchayati Raj System in India and its key features

## **11. Basics of Editing**

Meaning, Definition and concept of editing, process of editing, significance of editing in journalism, Difference between editing for newspaper and magazine, Skill of editing, Do's and Don'ts of editing. Subbing of news and news reports, Qualities of sub editor, Role of news editor, Chief sub editor and copy editor in a news organisation, Function of News Agency, Headlines writing –types, Do's and Don'ts of headlines writing, functions and importance, Brief introduction to printing technology, from letterpress to offset, Photo need and importance, Various applications of Photoshop, Concept of Dummy of newspaper and magazine, Lay out preparation for a newspaper. Use of computers in print production, DTP, Page maker, Quark Express & InDesign software and their applications.

## **12. Fundamentals of Advertising and Public Relations**

Definition and Concept of Advertising and its Functions, Growth of Advertising with special reference to India, Evaluation and Development of Advertising with special reference to India  
Advertising in Indian Society, Media for advertising: newspaper, magazine, radio, television, outdoor, transit, point of purchase, direct mail and internet etc., Advertising appeals, definition and types, Advertising campaign, concept and importance, Advertising agency, structure and functions  
Definition and Concept of Public relations, Growth and development of PR with special reference to India, Functions of PR, Qualities and functions of a PRO, PR tools; press release, press conference, press note, press briefing, meet the press, press tours, exhibitions, Differences and similarities between advertising and PR, Public opinion, Propaganda and its techniques, Publicity, Public relations departments in Public and Private sector, Structure and functions of a PR agency, Concept of Corporate Communication and Corporate Social Responsibility, PR campaigns.

## **13. Introduction to photography**

Introduction to photography, Invention of first camera, photojournalism, Similarities and differences between human eye and camera, Concept of lighting, design or composition in photography, Basics of composition, how to get camera angles, Language of photography, contrast, motion, depth and space, importance of colour lighting in photography, Camera basics, camera types, parts of camera, lenses, types and functions of lens, shutter speed, aperture, zoom, focal length Camera modes, white balance, Depth of field, rule of third.

## **14. Introduction to Audio-Visual Media**

Broadcasting policy and code, Definition concept characteristics need and scope of Audio Media, History of Radio, Radio as a Mass Media, Types of Radio: Public Private, Community, Internet Radio, Concept definition and Characteristics of Visual Media, Types of Visual Media, History of Television, Television in India, Door darshan, Private Channels, Cable TV, Internet Television, Popular Channels, News, Entertainment, Sports, Films, Lifestyle, Regional, Musical etc.

## **15. New Media**

Internet as a medium of communication, History and evolution of internet, Reach and access of Internet in India, Growth and development of online journalism in India, Characteristics of online journalism-hypertext, multimedia; online aesthetics — content, design, colours, font, templates, navigation bars,

and hyperlinks, Online Writing & Editing: do's and don'ts, Participatory journalism, Web team members, Web and its uses in different media

## **16. Media Law & Ethic**

Freedom of Speech and Expression: Main features, Scope and Importance of Article 19

Interpretation of Article 19: Defining the freedom of the Press and Media, Supreme Court Judgments related to Article 19, Fundamental Rights and Duties, Official secrets act 1923

Law of defamation, Contempt of court act 1971, Copyright act, right to privacy, Cable TV network regulation Act 1995, Information technology Act 2000, Ethics in journalism, RTI act 2005, Law relating to covering of election, Guidelines for parliamentary coverage, AIR code for election coverage, press commissions, Press Council of India, The Editor build of India, NBA, BCC of India, Working Journalist Act, Autonomy of public broadcasting, Convergence, ICT (Information Communication Technology), BCCC.

## **17. Development communication**

Definition, Concept of Development, Role of Government in Development, Rights-based Approach to Development, Development and Marginal communities, Economic and social indicators of development, other indicators: Communication as an indicator, Democracy as an indicator, Human Rights as an indicator, Communication for rural development,

Advancement in farming and alternative employment, Conservation of rural culture – tradition, Communication for urban development, Urban sanitation, Consumer awareness

Slum development, Communication for Tribal development, Wild life and forest conservation

## **18. Media Management**

Management – Definition & Concept, Principles, Management Functions, Structure and functioning of radio and television channel, Role of editorial, technical, marketing and HR sections, Media marketing techniques, Introduction to media houses, Media as an industry & profession

## **19. Reporting skills & Practice**

News story structure, headlines, lead and body; various formats of news writing, inverted pyramid, chronological, Circle style of news writing; beats, News sources, Research and References, Story Idea and its importance, Types of Reporting, Principles of Reporting, Duties & Responsibilities of a reporter in a news organisation, Skills required for a reporter, Role of Bureau chief; Special correspondent, stringers, Press conference. Interview--types, purpose, technique; Press release. News Agencies: Role and importance; Editorials: editorial page versus news pages: editorials, types of editorials; middles, features, columns and Letters to the editor; qualities and responsibilities of and Editorial Writer. Difference between Article, Feature and News feature.

## **20. Print Production**

Design concept & importance, Basic principles of layout designing, Tools of layout designing

Terms in layout planning, Stages in layout, Types of layouts, Principles of design, page maker and its features, quark express and its applications, In-design and its applications, photoshop and its various applications, Desk Top Publishing, Visual importance and functions, Categories of visual, Photo cropping & caption writing, Basic principles of photo editing, Newspaper designing, design principles, Newspaper format, Various design elements, page make up, front page, editorial page, section page, colour pages, Process of Producing a Lab Journal, Newsletter, Newspaper, Magazine

## **21. Research Methodology**

Communication research, Scope and importance, Development of Media Research

Ethics of Media Research, Research Process, Research Method, Research Design,

Sampling Method, Primary and Secondary data, Data Collection Tools, Questionnaire Preparation, Research Questions, Writing research report Analysis and interpretation of data, Basics of Research Writing

## **22. Personality Development and Presentation**

Introduction to Personality Development, The concept of personality–Significance of personality development. The concept of success and failure, SWOT analysis, Attitude & Motivation Attitude, Positive attitude – Advantages –Negative attitude, Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude. Concept of motivation, Importance of self- motivation- Factors leading to de-motivation, Self-esteem, Low self-esteem - Symptoms - Personality having low self-esteem - Positive and negative self-esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviours - Lateral thinking, Development Body language, Conflict and Stress Management - Decision-making skills,

Leadership and qualities of a successful leader, Character building, Team-work, Time management, Work ethics, good manners and etiquette, the art of participating in Group Discussion.

**Important Note: The Weightage as mentioned against the syllabus is tentative & may vary.**