

Journalism and Mass communication

Fundamentals of Communication: Fundamentals of Communication; Meaning and features of communication; Techniques of communication: formal/ informal, verbal/written, downward & upward; Barriers of communication; Essentials of communication; Process of Communication;

Forms of Communication: Intrapersonal communication, interpersonal communication, group communication, mass communication, non-verbal communication, body language etc.

Oral Communication Skills: Planning and conducting interviews, selection interviews, reprimand interviews, clinical & psychological interviews, grievance interview, exit interviews; public speaking skills

Theories of communication: Theories of Communication: Hypodermic Needle theory, Two-step & Multi-step Theory, Play Theory, Uses & Gratification Theory, Selective Exposure, Selective Perception & Selective Retention Theory, Individual Difference Theory.

Major Theories of Press: Meaning of theories based on scientific study & analysis; major theories of Press, Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist/Workers Theory.

Journalism Practice: Basic concepts of Journalism; Relationship between Press and Society - Press and Government. Code of Ethics of the press, Press Council of India

Media Types: Traditional media, community media, folk media, new media, social media. Global advertising, global news agencies, global media houses, choice of global media,

Writing for various media: Writing for press, TV, radio and social media

Campaign Design: Audience research; audience segmentation; pre-testing; message dissemination; channels; encoding; decoding; feedback. Campaign for electronic media, print media, new media

Concepts of Media advocacy, social marketing, public service advertising, health promotion, development communication

Public Relations – Basic Principles and concepts

Commonly used terms in media and communication

Basic Writing skills in English